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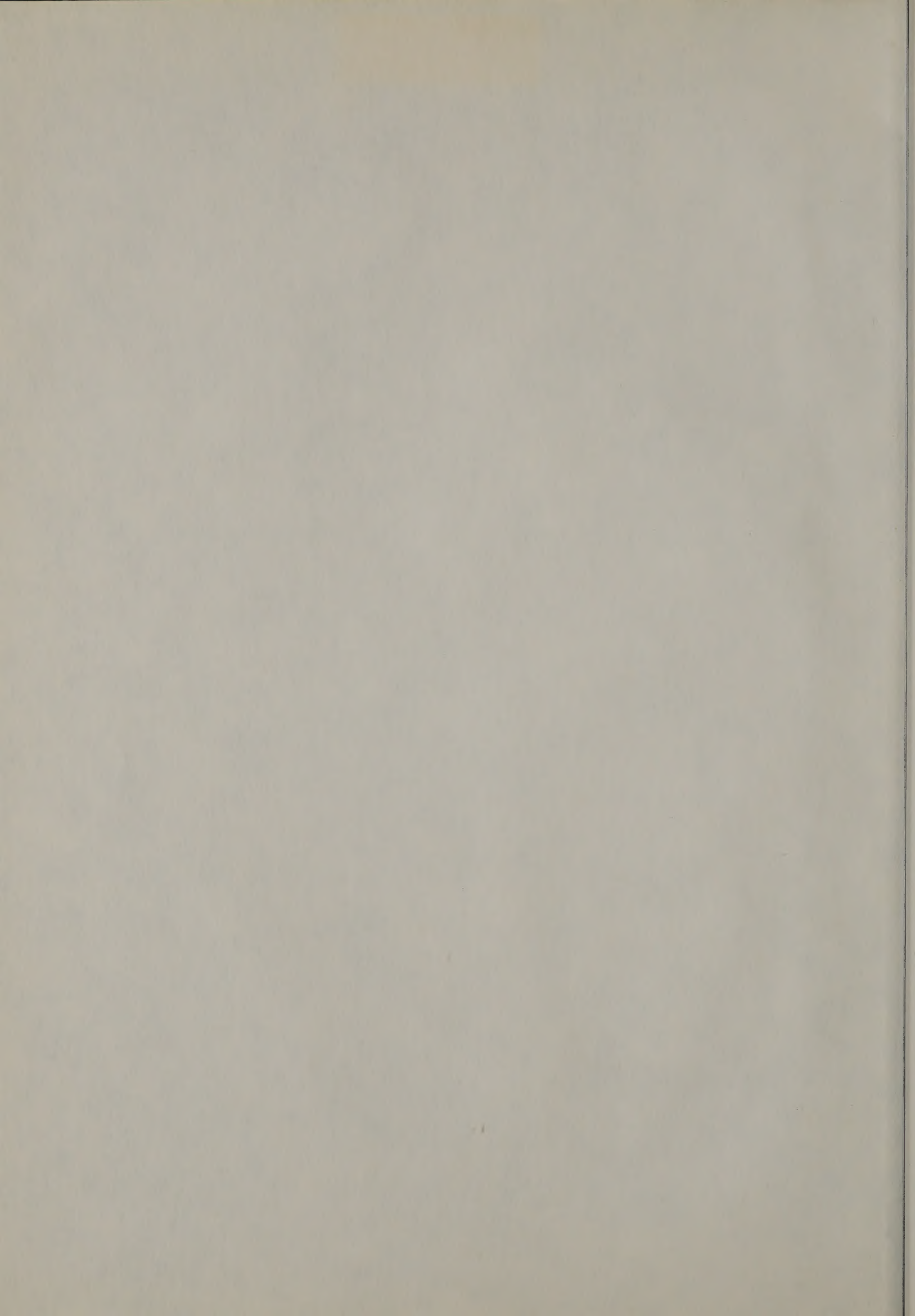


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**A PICTORIAL PAGEANT IN 655 PICTURES**

*1847-1947*



1847

**100 YEARS IN  
PHILADELPHIA**

*P.A.*

THE EVENING BULLETIN'S  
ANNIVERSARY BOOK

1947



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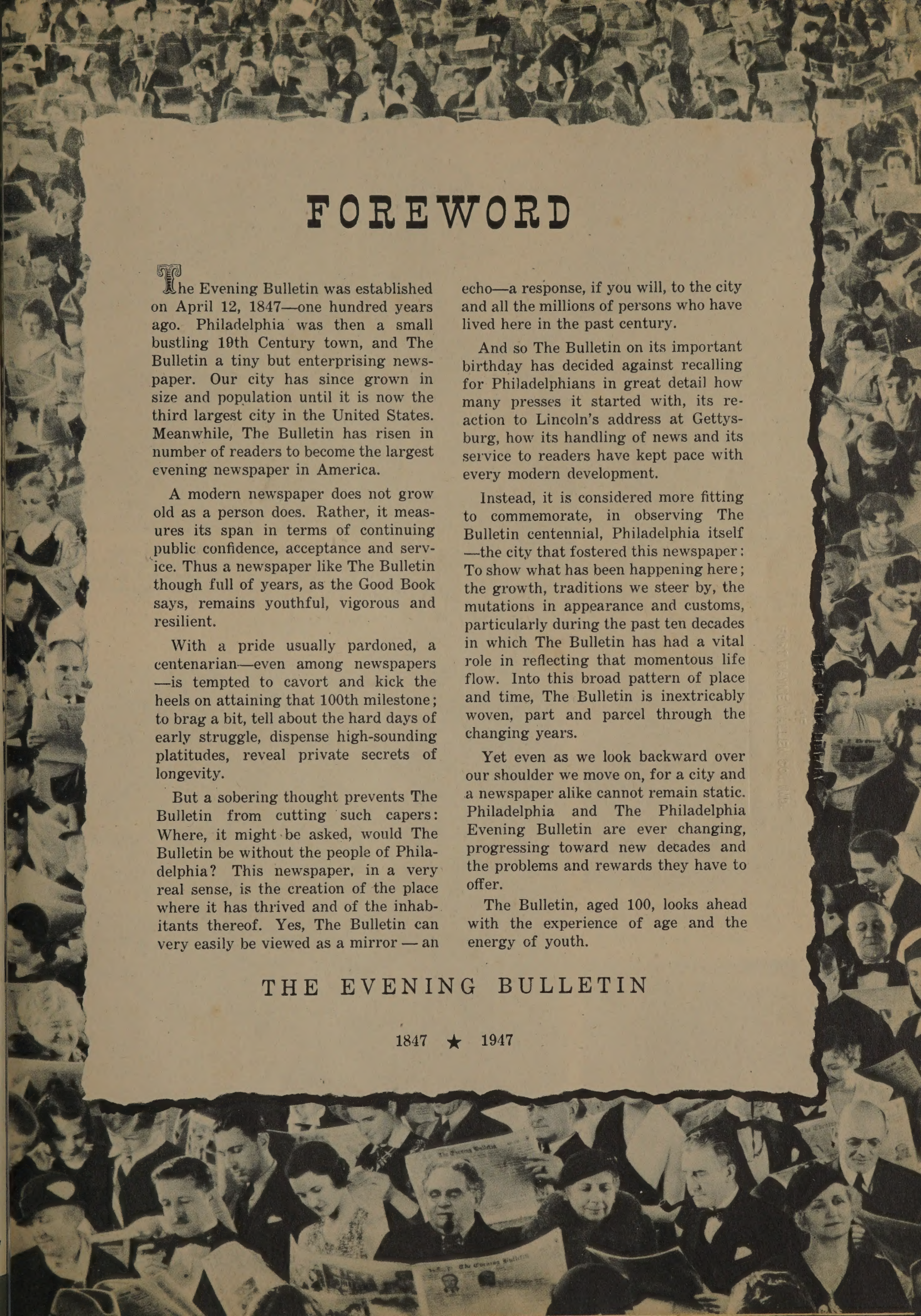
## ACKNOWLEDGEMENTS

This 100 year pictorial pageant of the Philadelphia scene would have hardly been possible without the aid and advice of many Philadelphia organizations, individuals and institutions. The use of files and records of historical societies, libraries, publishers and private firms were generously thrown open to Bulletin compilers who sorted through nearly 10,000 drawings and photographs to make their selection.

It is inevitable that some valuable pictures and facts have not been included. This particularly applies to records that are in the possession of private individuals and families and not available to the public. Within the limitations of time and the size of the book, no effort was spared to include every phase of our city's history for these past hundred years or more. The Evening Bulletin wants to acknowledge the special co-operation shown by the following as the book was being prepared:

*Acme Photos*  
*Adams, Henry P.—U. S. Weather Bureau*  
*American Catholic Historical Society*  
*Armstrong Association of Philadelphia*  
*Associated Press*  
*Atwater Kent Museum*  
  
*Bell Telephone Company of Pennsylvania*  
*Board of Education, City of Philadelphia*  
  
*Charlotte Cushman Club*  
*Culver Service*  
  
*Bureau of Fire, City of Philadelphia*  
*Franklin Institute, photos by Gladys Muller*  
*Free Library of Philadelphia, Logan Square*  
  
*Harper & Bros., Publishers*  
*"Adventures of America" by John Kouwenhoven*  
*"The American Procession" by Agnes Rogers & Frederick L. Allen*  
  
*Harper's Illustrated Weekly*  
*Harper's Pictorial History of The Civil War*  
*Historical Society of Pennsylvania*  
  
*International News Photos*  
  
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*Leslie's Illustrated Weekly*  
  
*Metropolitan Museum of Art*  
  
*Parochial Schools, Archdiocese of Philadelphia*  
*The Pennsylvania Railroad*  
*Philadelphia Museum of Art*  
*Philadelphia Transportation Company*  
*Bureau of Police, City of Philadelphia*  
  
*Reading Railroad Company*  
  
*Sears, Roebuck & Co.*  
*Thompson Collection, Paul*  
  
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*U. S. Marine Corps*  
*U. S. Navy*  
  
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*"As We Were," Bellamy Partridge & Otto Bettman*





# FOREWORD

**T**he Evening Bulletin was established on April 12, 1847—one hundred years ago. Philadelphia was then a small bustling 19th Century town, and The Bulletin a tiny but enterprising newspaper. Our city has since grown in size and population until it is now the third largest city in the United States. Meanwhile, The Bulletin has risen in number of readers to become the largest evening newspaper in America.

A modern newspaper does not grow old as a person does. Rather, it measures its span in terms of continuing public confidence, acceptance and service. Thus a newspaper like The Bulletin though full of years, as the Good Book says, remains youthful, vigorous and resilient.

With a pride usually pardoned, a centenarian—even among newspapers—is tempted to cavort and kick the heels on attaining that 100th milestone; to brag a bit, tell about the hard days of early struggle, dispense high-sounding platitudes, reveal private secrets of longevity.

But a sobering thought prevents The Bulletin from cutting such capers: Where, it might be asked, would The Bulletin be without the people of Philadelphia? This newspaper, in a very real sense, is the creation of the place where it has thrived and of the inhabitants thereof. Yes, The Bulletin can very easily be viewed as a mirror—an

echo—a response, if you will, to the city and all the millions of persons who have lived here in the past century.

And so The Bulletin on its important birthday has decided against recalling for Philadelphians in great detail how many presses it started with, its reaction to Lincoln's address at Gettysburg, how its handling of news and its service to readers have kept pace with every modern development.

Instead, it is considered more fitting to commemorate, in observing The Bulletin centennial, Philadelphia itself—the city that fostered this newspaper: To show what has been happening here; the growth, traditions we steer by, the mutations in appearance and customs, particularly during the past ten decades in which The Bulletin has had a vital role in reflecting that momentous life flow. Into this broad pattern of place and time, The Bulletin is inextricably woven, part and parcel through the changing years.

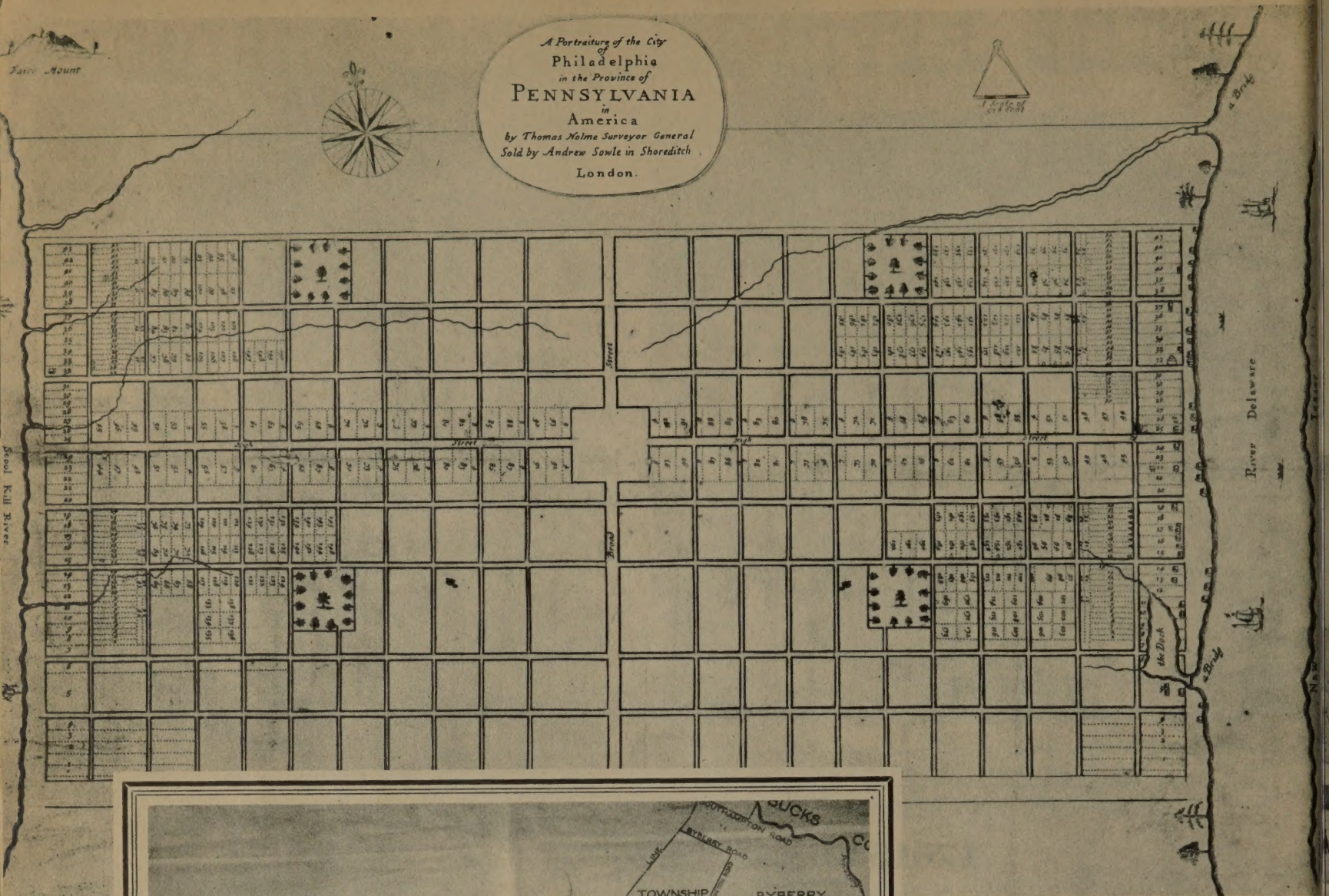
Yet even as we look backward over our shoulder we move on, for a city and a newspaper alike cannot remain static. Philadelphia and The Philadelphia Evening Bulletin are ever changing, progressing toward new decades and the problems and rewards they have to offer.

The Bulletin, aged 100, looks ahead with the experience of age and the energy of youth.

## THE EVENING BULLETIN

1847 ★ 1947





**FIRST MAP OF THE CITY**, above, as planned by Penn himself in 1682. Early Philadelphia lay between the rivers, Vine to South sts., less than two square miles in area. Symmetrical, with its five public squares, this was the first city planning in our country. Today Philadelphia is planning its future growth through a City Planning Commission.

**OUR CITY GREW** rapidly, its population spilling over into the surrounding country, so that by 1854 there were 28 independent districts, townships, boroughs, with their own governments, as indicated on map at left. In that year a consolidation made all the county one big city.





**COMMISSIONERS HALL,**  
Northern Liberties.



**COMMISSIONERS HALL,**  
Spring Garden

**INDEPENDENCE HALL**  
served as Philadelphia's City Hall before  
and after consolidation—from 1791 to 1895.

## THE CONSOLIDATION

Philadelphia in 1854 was pinched within an area of two square miles, its same size as when Penn had founded it, 172 years before. But crowded into this tiny territory now were 121,376 souls.

Although a progressive community, rich in trade as well as American history and tradition, we ranked fourth among the Nation's cities. In a single day 287,669 others were made Philadelphians and we became the second city in the land.

The union of the big-little town of Philadelphia with 15 surrounding boroughs and districts and 13 townships was one of the greatest events in our long history.

Into these outlying areas the overflow population had been moving. These small municipalities had their own policemen, volunteer fire fighters, "city halls," governing councils, administrative bodies providing one way or another for necessary services to residents. Some were badly in debt, others well off.

Some, both in the city and outside it, did not favor consolidation. But in years to come all agreed it had been a most essential step in the city's progress. Once accomplished, Philadelphia was ready to go forward with a comprehensive, unified plan in police and fire protection, street lighting, bridge building, expansion of the water, sewer, highway and park systems.



**CHINESE MUSEUM,** 9th and Sansom sts. (below), scene of Consolidation Ball on March 11, 1854.



**STREET SIGNS**  
Before consolidation.



**COMMISSIONERS HALL,**  
Moyamensing.





# BETWEEN THESE RIVERS



**TURN BACK THE CLOCK** and view our town and waterfront a century or more ago with this old print above. A handsome side-wheeler churns down river past wooded Smith's or Windmill island. Sailing vessels swarm the docks. At Wharton st. (upper left) stands the old Navy

Yard, our Nation's first, but beyond, where hundreds of thousands of South Philadelphians now live, is only verdant countryside. Gaze along the wide Market st. with its stalls; note the city squares the Penn planned. The hump of Belmont Plateau (?) looms at upper right



**THE CLOCK SPEEDS AHEAD**, and we look down from The Bulletin's airplane upon modern Philadelphia over a cameraman's shoulder. The city has spread out and upward. There is much that has changed but much, too, has changed but little. Old Christ Church's steeple can be

clearly seen in both pictures. Independence Hall is where it has always been and so are the city squares, although City Hall now towers in the center one. Now as then the Market st. ferry is an active link between Philadelphia and Camden.





**PHILADELPHIA NAVY YARD** was located on the Delaware River below Wharton st. from 1815 to 1875. During this time it produced 35 war vessels including our Nation's first battleship, the frigate United States, designed by Joshua Humphreys, a Philadelphian. This old drawing shows installations about 1875, shortly before League Island yard was opened, 28 years after the first Evening Bulletin had been published. Pennsylvania Railroad bought the old yard for \$1,000,000 at public auction in 1875. Its piers are still active.



**AH, THOSE SHAD DINNERS** and that shad fishing of yesteryear! Get Dad to tell you about it all, the days when the Delaware teemed with these delicious fish, easily caught on their spring runs. At Gloucester, as old sketch above reminds, thousands of Philadelphians gathered for plank

platters of one whole shad (with roe yet!) that cost 50 to 75 cents. Banks of the Delaware were lined with shacks (inset) which were filled with fishermen during brief shad season.



# BETWEEN THESE RIVERS



**FERRIES WERE ESSENTIAL** between our city and New Jersey from earliest history. First line was set up in 1695; others followed rapidly. Market St. Ferry, shown in old drawing and modern photograph, opened in 1735. Hand power propelled first boats. Later, horses moved paddle wheels by treading in circles. Steam ferries arrived in 1800. Early ferry trips were expensive. Charges per passenger ran as high as 12½ cents; \$1.50 for horse and wagon. Rates doubled in winter! Railroads bought up old privately-owned lines just prior to Civil War, still operate them.



**PHILADELPHIA NAVAL BASE**, one of the largest in the world, arose on this peaceful setting of a century ago. Trees grew prolifically at the confluence of the Delaware and Schuylkill; a winding road along the former's bank was a charming carriage drive. View in this old print is from Gloucester Point in 1846, 30 years before League Island yard was opened. George Washington once slept in that old house amid the willows, early boarding place for fashionable Philadelphians.





**A BREEZY SUMMER RESORT** for Philadelphians once stood in mid-Delaware. Drawing above shows Smith's or Windmill Island in 1861. It extended from about Arch to Walnut sts. Two small catamaran steamboats hauled pleasure seekers to the spot from Walnut st. wharf on a 10-minute schedule. The island offered bathing, music, entertainment. Its beer garden was open even on Sundays. Forty feet of water now occupy this old frolicking ground of yesteryear.



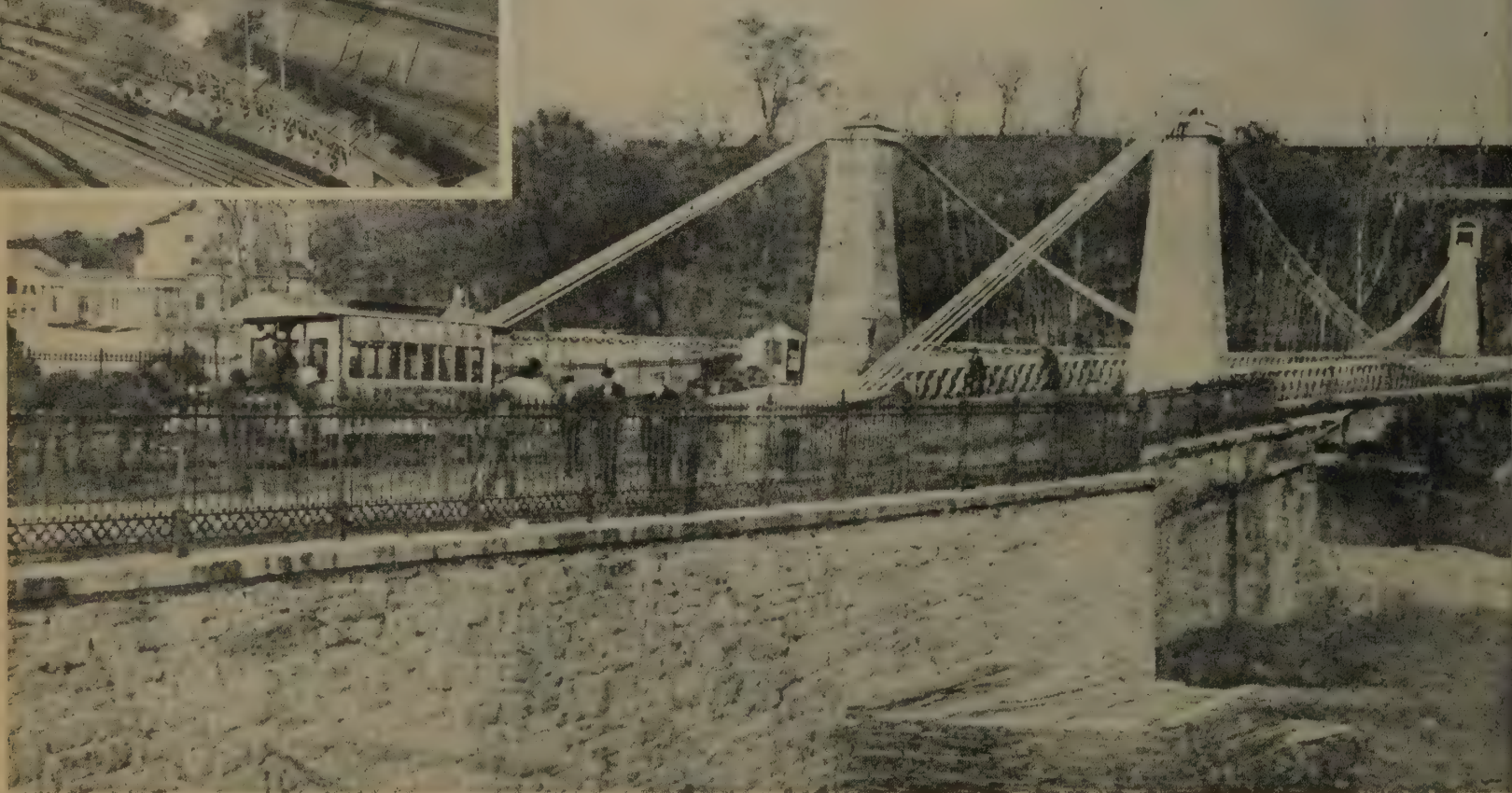
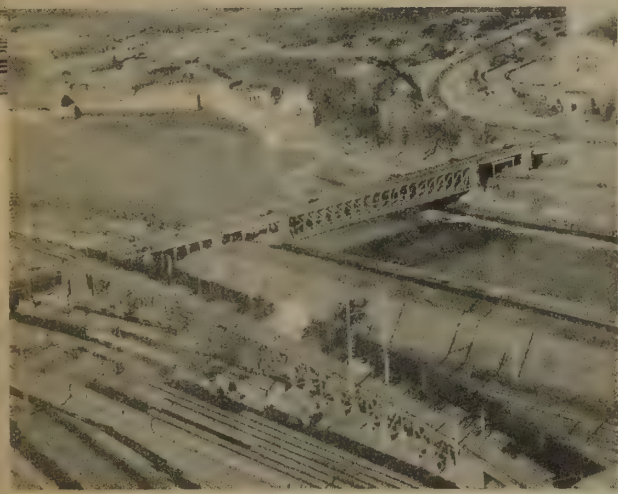
**VIEW OF ISLAND** in the '90's. An increasing menace to navigation it was removed in 1897. For more than a century it was the scene of exciting doings; balloon ascensions, tight-rope performers helped draw crowds. A lurid chapter in our city's past also was witnessed there when on May 9, 1800, three men were hanged for river piracy.



# "BETWEEN THESE RIVERS"



**MARKET ST. BRIDGE**, in early 1800's, shown in print above. It connected the city with Haddington, as West Philadelphia was formerly called. In earliest days, a ferry plied to Schuylkill at this point, later a floating bridge was placed. The first substantial Market St. bridge was opened in 1805, cost \$150,000, was in constant use until 1875. During that period a roof was added and in 1850 the Pennsylvania Railroad widened it to lay track. Today's bridge (upper corner) dates from 1932.



**OLD BRIDGE AT FAIRMOUNT** above, built in 1842. It was the first suspension bridge of its kind in the country. How Philadelphians (lots of 'em) protested when this interesting landmark was removed in 1875.

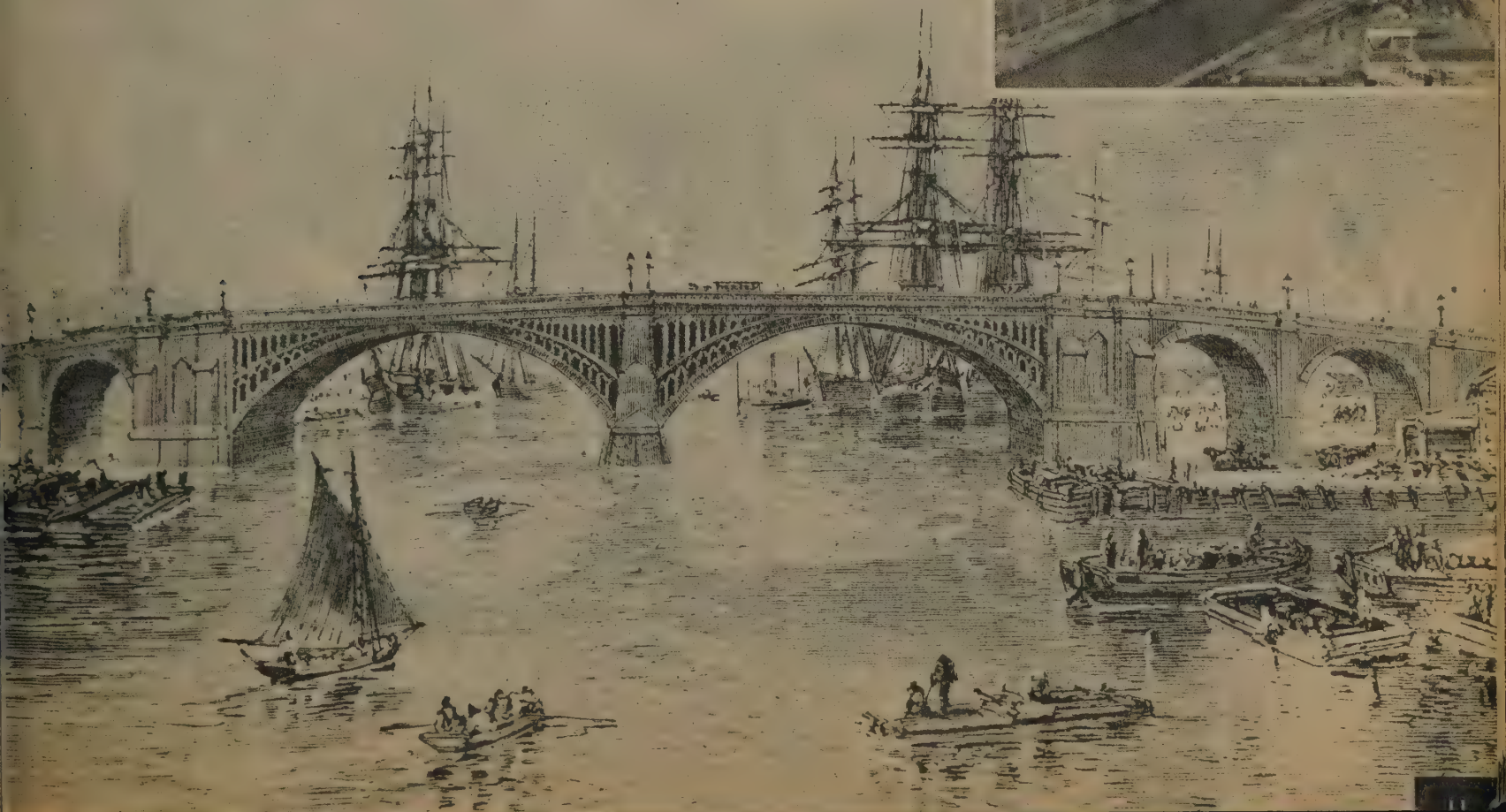
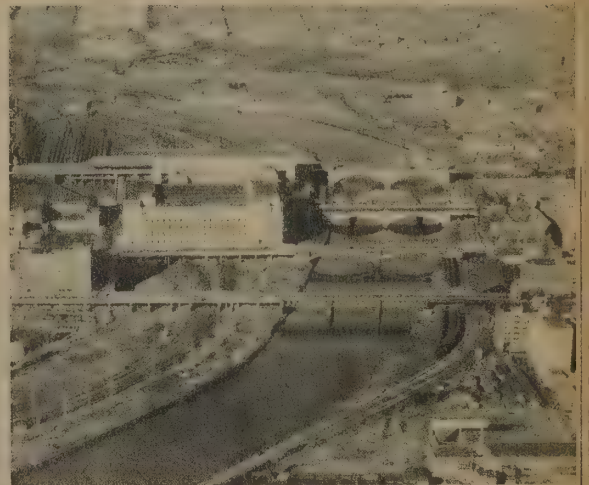
The present span, now called Spring Garden St. Bridge opened the same year. The Philadelphia Museum of Art can be glimpsed on the east bank in the modern photograph in upper corner.





**AWARE RIVER?** No, guess again, mister. It's the Schuylkill. The old drawing above shows that bustling commercial stream teeming with sailing vessels, lined with piers and wharves, as it appeared to an artist in 1876. It was drawn just below "new" South Street Bridge. Ocean-going schooners and four-masters could sail up-river as far as Chestnut st.

**CHESTNUT ST. BRIDGE** barred passage of the tall vessels after it was erected in 1866. Smaller boats, however, such as coal barges, canal boats, a wide assortment of small fresh-water craft, kept the bottom of the Schuylkill busy all the year around. This bridge is the oldest locally-built span across the river. Aerial photo shows Schuylkill bridges now.





## BETWEEN THESE RIVERS



**BRIDGE AT GRAY'S FERRY** in 1800 looked more like the G. I.-built pontoon structures you saw pictured in *The Bulletin* during World War II than a river span near an important city—actually the Nation's capital at the time. The bridge was a floating affair, at that, and its antecedents were strictly military. The British redecoats were kind enough to throw a bridge similar to this across the Schuylkill during their occupation of Philadelphia in the Revolutionary War. We got the bridge when we recaptured the city. It stood until 1789 when we built another like it, pictured above. The floater was replaced by a permanent iron structure on the identical spot in 1838. Note the sylvan setting of the Gray's Ferry area in that day. Houses were few; hunting and fishing were almost as good as they had been in Indian days.



**FAIRMOUNT WATER WORKS** on the Schuylkill, from an old daguerre-type made about 1848—one of the earliest outdoor photos taken in America. Philadelphians at this time traveled by river steamer, shown in picture, all the way to Manayunk, passing through lovely

countryside dotted with farms, large estates, but no lovelier than our present Fairmount Park, though the river was more pleasant. Much of the area pictured here lay in big Lemon Hill estate, later to become the nucleus of the Park.





**SUNDAY AFTERNOON IN THE 70'S** was the fashionable time to go for a drive or canter. This old drawing shows us how the section near Girard Ave. Bridge appeared in Grandma's day. The magnificent coach-and-four dominating drawing at right was the peak of elegance. Certainly its owner was a man of wealth and distinction. We are looking backward to a time when a man's buggy, brougham or tandem marked his consequence in the eyes of his fellowmen just as — perhaps more so — his motor car does now. Amiable, escorted ladies, riding sidesaddle of course, gallop by. Others occupy the coaches and we assure you not one of them would have dreamed of alighting without raising her dainty parasol. Note the train to the dress of mother with her daughter on sidewalk at left.



**GIRARD AV. BRIDGE** in a photo view, this time from Lemon Hill in the 80's. The West River Drive had not yet been built and this portion of what is now Fairmount Park, the location where The Bulletin

stages its gigantic Fourth of July celebration, was then mostly farms and old estates. Egglesfield, celebrated colonial homestead, was situated just north of Girard av. at Pennsylvania Railroad Bridge.



# PENN

**IN THE WIDE OPEN SPACE** below we view Penn Square as it appeared in 1871. Here in the next 14 years the city's principal landmark and hub, our colossal City Hall, was to rise. This plot is plowed deep with Philadelphia history. In his original plan William Penn had called it Centre Square, an open space 10 acres in area. Upon it the first Friends Meeting House had been erected but the building was soon abandoned being "too far west" from the city's life still centered about the waterfront. The spot, so open and desolate in the photograph, had been occupied by race track and pub



**WEST MARKET NORTH.** Today, the Pennsylvania Railroad's Broad St. Station, once considered the city's architectural wonder (upper left). In 1888 (lower photo) the Central Coffee House, a hotel, stood here. In a second-floor front room of this old hostelry the Pennsylvania Society of Sons of the Revolution was organized. City Hall under construction can be seen on right of picture.

ARCH ST. M. E. CHURCH

MASONIC TEMPLE

REYBURN PLAZA



**WEST MARKET, SOUTH (above).** Today, the Broad St. Trust Co. At bottom, site of Polytechnic College in 1863; later Medico-Chirurgical College and Third National Bank.



**CITY HALL** as it appears today. At the time of its completion it was hailed as the world's largest single building.



# SQUARE

allows in the early 1700's; by a drill  
grounds and encampment during the Revolu-  
tion, and after 1799 by the reservoir and  
umping station as well as a public park and  
recreation area. In 1825 the water works  
as removed, the park divided into four  
ections and renamed Penn Square. Broad  
t. crossed Market in the center. In the  
otograph below, Masonic Temple was in  
the process of being built and Arch St. M. E.  
church was already standing. Other photos  
the corners of this page show corner de-  
velopment in Penn Square.



BULLETIN BLDG.

MKT. ST. NAT'L. BANK

CITY HALL ANNEX

WANAMAKER'S



**NORTH BROAD, EAST** (above) today the  
Masonic Temple stands at Broad and Filbert  
sts. Its cornerstone was laid in 1868 and the  
structure became the home of the first  
Masonic lodge in America, which had been  
founded in 1730. The rustic-looking photo-  
graph of this corner was taken in 1860. In  
the modern picture the Bulletin Building is  
pictured at the corner of Juniper st.



**BILLY PENN** statue stood in the  
courtyard 1893-4, while the tower  
was being completed. It is 37 feet  
high, weighs 26 tons.



**EAST MARKET, SOUTH** (above). Where Wanamaker store now stands, drawing at bottom,  
in 1839, shows U. S. Arsenal, first Central High School; Horse Traders Tavern at its left.



# THE SCENE EVER CHANGES



**EARLY CITY FATHERS** imagined they had traffic problems. Here was one ambitious solution suggested by an artist in 1805, calling for an elevated railway on East Market st., starting at 2d. Our main thoro-

fare was an ugly street in the early 19th century with mid-street market stalls, refuse-filled gutters—the still more unbeautiful trestle work would have been no improvement. He didn't get it.



—AND HERE is Market st. west of 2d today.



**LOWER MARKET ST.**, west of 3d (above) about 1858, when outdoor markets, commonly referred to as "shambles," ran from 2d to 15th sts. until wiped out by law in 1859. Most of city's food was purchased at such stalls. At right, ornate old structure embellished with cornucopia, at end of stall line-up, 2d and Market.







**WHERE THE EARLE THEATRE** now stands, S. E. corner 11th and Market sts., a private residence was located in the early 19th century until it was taken over as a home for Deaf and

Dumb, 1823. When that institution moved to Broad and Pine sts., the structure became an hostelry known as Mansion House Hotel and one of the most popular in the city.



**SAME BUILDING** in 1853, now called New Mansion House with porch and shop fronts added. In front of the place soldiers are marching in formation to the Pennsylvania R. R. passenger station adjoining.



**EARLE THEATRE** across Market st.

**BINGHAM HOUSE** was erected on site after Mansion House and station were pulled down around 1876. This famous old hotel continued as one of city's most important until its removal in 1926.







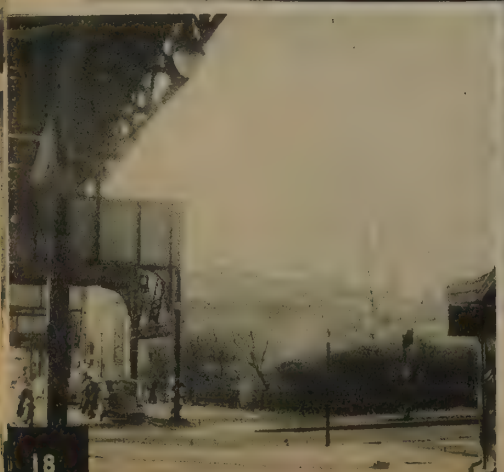
**OLD WATER COLOR** pictures Pennsylvania Freight Depot about 1870 occupying the south side of Market Street between Juniper and 13th. The Wanamaker store was built on the site in the early 1900's. At

this time Penn Square was surrounded by an iron fence, covered with trees. Broad and Market crossed in the square's center, railroad tracks, passenger and freight trains ran up and down Market.



**63RD AND MARKET STS. in 1900.** Ladies' skirts were long—and so was trolley trip into town. On old flour mill site, is now located a Sears Roebuck

store. Roundabout lay open lots and farms, The Evening Bulletin of the day records so happenings in the area.







**RURAL AIR** clung to many areas of West Philadelphia only 40 years ago. Looking north on 63d st. from Market we see open lots, a few old-fashioned single and twin houses. This scene is more reminiscent of the outskirts of some White Horse Pike community than the present busy intersection it is now with shops, huge apartments, elevated station.



**WEST PHILADELPHIA** in another bygone view. This time we go back to 1879 when The Bulletin was 32 years old and study the S. E. corner of 44th and Chestnut sts. The old drawing catches Sansom st. in the process of being graded with rather archaic looking, horse-drawn equipment. The ruins of an old cotton mill stand forlornly in the center. At left, the crossing today, looking south on 44th.



## THE SCENE EVER CHANGES



**A FAVORITE SPOT** of early citizens was Charlotte Ginther's Beer Garden, north side of Arch between 11th and 12th sts. Also called a "mead" garden it wooed the thirsty from 1801 until 1821, was one of city's most popular taverns. But it closed promptly at 9 P. M.! The house, shown in drawing, stood until 1901. Dr. George Wood, of U. of P. Medical School, lived here many years. At right, same site today.



**THEN AND NOW:** Northside of Arch st., 6th to 7th, was tree-lined in 1862, photo recalls. Columns of old Arch St. Theater, of Barrymore family connections, Lionel, John and Ethel, appear right of center. Note: Some of buildings, slightly altered, shown in photo left, are still standing.



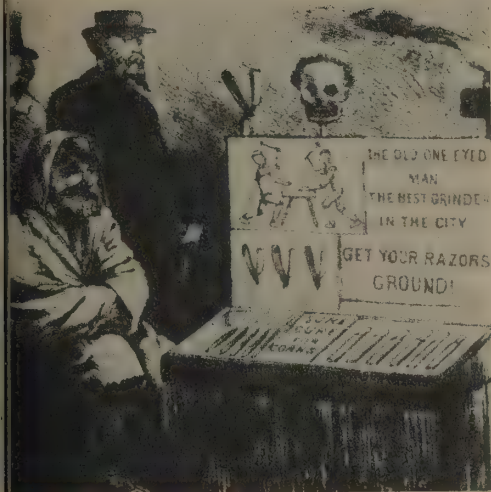
**STREET MERCHANTS** still sell their wares on Philadelphia streets, even now find the opportunities of private enterprise beckoning along our thoroughfares, particularly in some neighborhoods. Merchandise ranges from fruit and pretzels to drygoods and household notions.



**ICE CREAM HAWKERS** in earlier Philadelphia were called "Hokey Pokey men". Their cans of luscious ice cream were pushed along the streets in barrows. "Hokey Pokey, find a cake; Hokey Pokey on the lake", they cried. It sounds meaningless now but it brought the kids on the run. Our city made the first ice cream in America. Also, the first ice cream sodas (at the Fair in 1876).



"**WHITEY WASH MAN**, whitey wash man," this familiar figure of yesteryear sang as he plied his trade all over town. He had plenty of competitors in the spring and fall, for in those days not only cellars but kitchens and bedrooms as well were subjected once or twice a year to dazzling coats of whitewash. What a simple method of housecleaning, eh, Madam?



**RAZOR SHARPENERS** also did a lively business on corners in the days of the straight-edged whisker snickersnee. (Yes, Junior, even gentlemen with beards had to shave sometimes.)



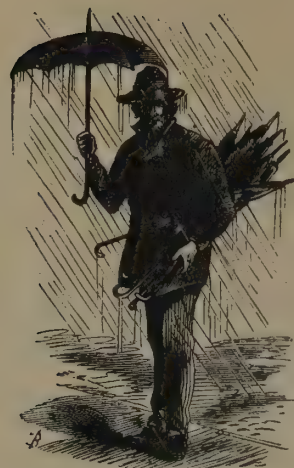
**OYSTER VENDORS** had to conform with certain limitations of the law. In the pre-ice era, they were obliged to sell off their wares before high noon. Deftly they opened the bivalves before the customer's eyes. The price? Twenty-five cents the peck! Oyster men had a special little ditty of their own but we can't reproduce it here without a music score.



# "ALONG THESE STREETS"



"ON SUNDAY," commented a Russian artist who observed our streets around 1811, "it is as though the city were in mourning." Visitors here still remark about our Sabbath-keeping. This same artist commented, however, after completing his painting shown above depicting Arch st. Meeting House on a Sunday, that "the Quakeresses are distinguished by fine figures and small feet." And in the painting below, a dancing scene at an old inn, he has illustrated that early Philadelphians knew how to make merry on week days. Note the aged Negro fiddler and the gay blade who smokes as he dances.



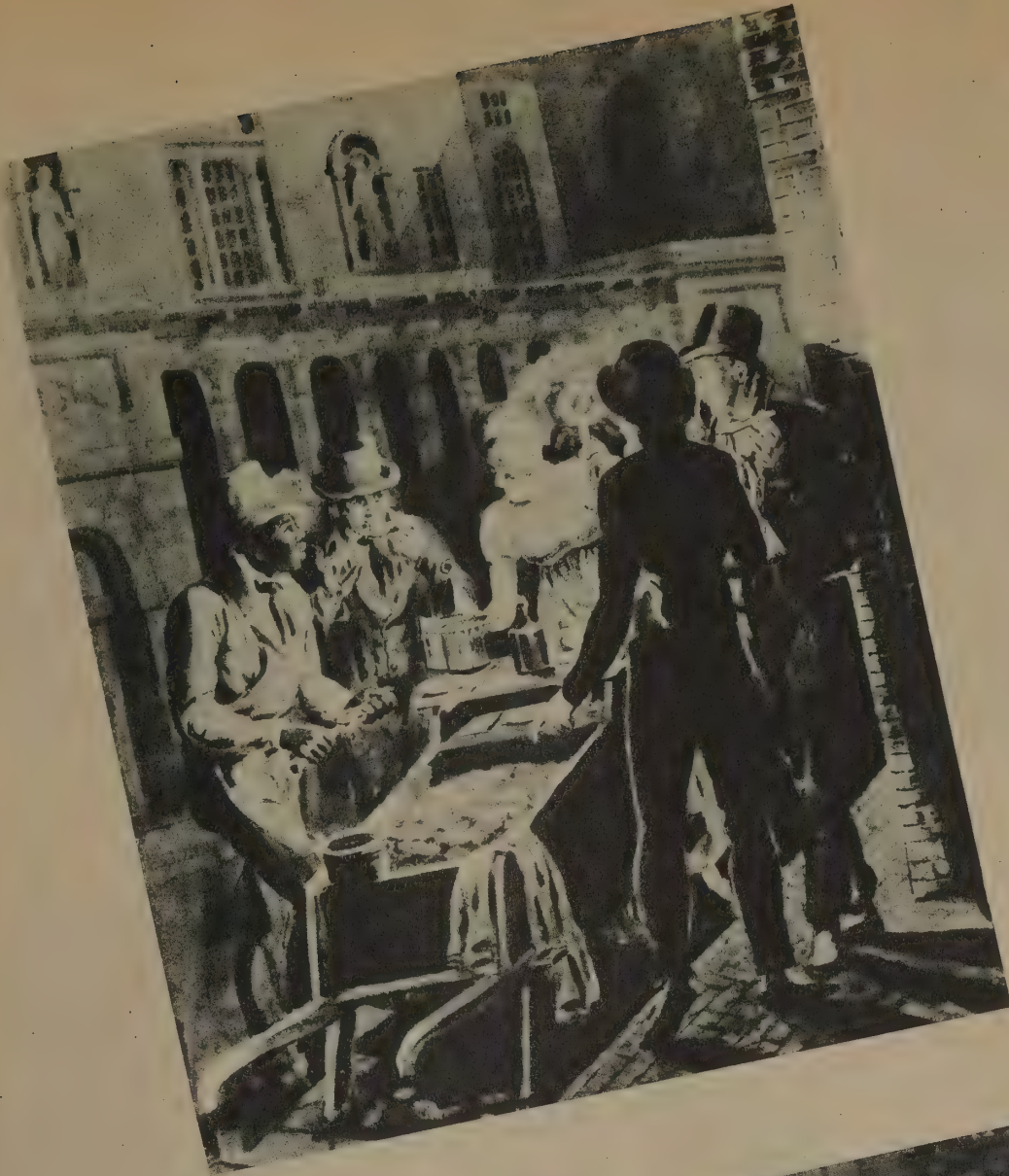
**UMBRELLA MEN** sought trade on local street from earliest times. This fellow sold, rather than repaired, bumbershoots.



**OLD ST. MARY ST.** in the 1870's could well be classified as a slum area, with its open gutter, chickens and goats roaming the highway. The poor lived in appalling squalor in days gone by. The city still has its blighted areas; wise city planning in the years ahead will eliminate them.







**BETWEEN THE ACTS**, playgoers at the Chestnut St. Theater in early 1800's hurried outside and ate a half-dozen oysters on the half shell, purchased from vendor pictured in illustration by our Russian visitor at left. On another corner, a disabled "G.I." of the Civil War, reduced to pitiable straits, is selling shoe-strings. (Drawing above.)

**THE MEN** did a bustling trade among young and old—but especially the young!—along our streets in periods past. Celebrations and holidays spurred business, old painting at right suggests. Below, drawing of mustache salesman at work. Upper-lip adornment spelled virility in those days. Young men hurried their years by buying false "soup-strainers."





# ALONG THESE STREETS



"ANY OLD RAGS, any old bottles, etc., etc." We have the junk buyers now and our ancestors had them before us, the men who traveled up and down the town earning their living out of the household's discarded articles. But the modern entrepreneur of valuable rubbish is now "mechanizing." The wagon and old Dobbin are rolling from the scene as the 4-ton truck moves in.



"SPECTACLES!" cried the eye-glass lad on old Market St., "for all who can read." (Only the blind were beyond his salvation!) You stepped up, tried one pair after another and gazed, perhaps, at your copy of The Bulletin till you found "Specs" to your liking. Needless to say we've learned considerably about eye care since then.



**THE OLD CRAB MAN** was at his busiest on summer's evening. Every child could repeat his cry:

"Crabs, fresh crabs,  
Fresh Baltimore crabs,  
Put 'em in the pot  
With the lid on top.  
Fresh Baltimore crabs."

**THE PEPPER POT WOMAN**—who has not heard grandmom tell about her little folding table, her spoons, dishes and steaming soup kettle? Her song went: "Peppry Pot, all hot, all hot! Makee back strong, makee live long! Come buy my pepper pot."

**THE PRETZEL MAN** still holds forth on our corners. Mustard, now an added attraction, was unheard of a generation ago.







**THE HURDY-GURDY MAN** made his first appearance in Philadelphia in the middle 1850's and has continued to take his monkey and organ into the neighborhoods ever since. Handing "da monk" a penny and watching him doff his wee hat in gratitude is one of childhood's long-remembered thrills.



**MOST MEAT** was slaughtered right here in town in days past. Western packers now perform much of this service. Drawing, above, shows a scene in an old stockyard. The workmen seem to have their hands full with those lively calves.

**BUTCHERS** in the outlying areas often called from door-to-door with their carts, filled with choice cuts. They had no cries; in fact their position was rather a dignified one. Each butcher had a faithful dog following him on his rounds. Smart pooch!



**THE SCISSORS GRINDER** of yesteryear had a pushcart. Housewives and butchers flocked to the corner when he happened by. There are few of these simple operators remaining. Now they come with a well-equipped truck.





# BUILDING OF A METROPOLIS



**BEHIND A DRAYMAN'S CART**, about 1888, we gaze up lonely Broad st. from Walnut, toward incom-  
pleted City Hall with its truncated tower. At Sansom st. corner, on left, is old Lafayette Hotel; on  
right, the Chambers Church. Observe how horse traffic wandered as it pleased.



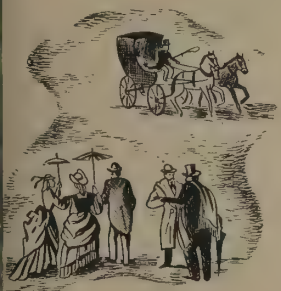
**ACADEMY OF NATURAL SCIENCES**, oldest scientific institution of its kind in U. S., occupied N. W. cor-  
ner of Broad and Sansom sts., 1839-76. Photo was snapped in pre-Civil War year of 1860 when The  
Evening Bulletin was only 13 years old. Adjoining Academy stood LaPierre Hotel. Beyond at Broad  
and Chestnut, was 3-story brick residence. Up Broad across Penn Square looms First Baptist Church  
spire at Arch st.







**ROAD AND SANSOM STS.** in Civil War days. Note sorry condition of the wintry streets. Building at left is being torn down to make room for home of Union League. Not long before this a stockyard also occupied part of present Union League site. At right, where the old Academy of Natural Sciences once stood—since moved to the Parkway—the Land Title Bank & Trust Co. is now located.



**THROUGH GRECIAN ARCHES** of this old church that stood on the east side of Broad st. north of Chestnut in 1864, trees then flourishing in Penn Square are glimpsed. Wanamaker's Men's Store now rises here.





# BUILDING OF A METROPOLIS



**AT BROAD AND SANSOM STS.,** N. E. Corner, Chambers Presbyterian Church stood in 1864, present site of North American Building (right). This was a residential section. Railroad tracks ran down center of cobble-stoned, gas-lit Broad st. Horse-drawn busses, hansom cabs provided transportation.



**TREES, FLOWERS BLOOMED** in gardens of Lippincott "Yellow Mansion," city showplate when this photo was taken in 1880. It stood on east side of Broad between Sansom and Walnut sts., where Fidelity-Philadelphia Building now is located. A huge, 100-ft. elm shaded Juniper and Walnut corner.







**AT BROAD AND ARCH STS.,** the graceful spire of First Baptist Church, dedicated in 1857, once towered at the northwest corner above fine residences. A landmark for four decades, it was torn down in 1897. U. G. I. Building (above) later was raised here.

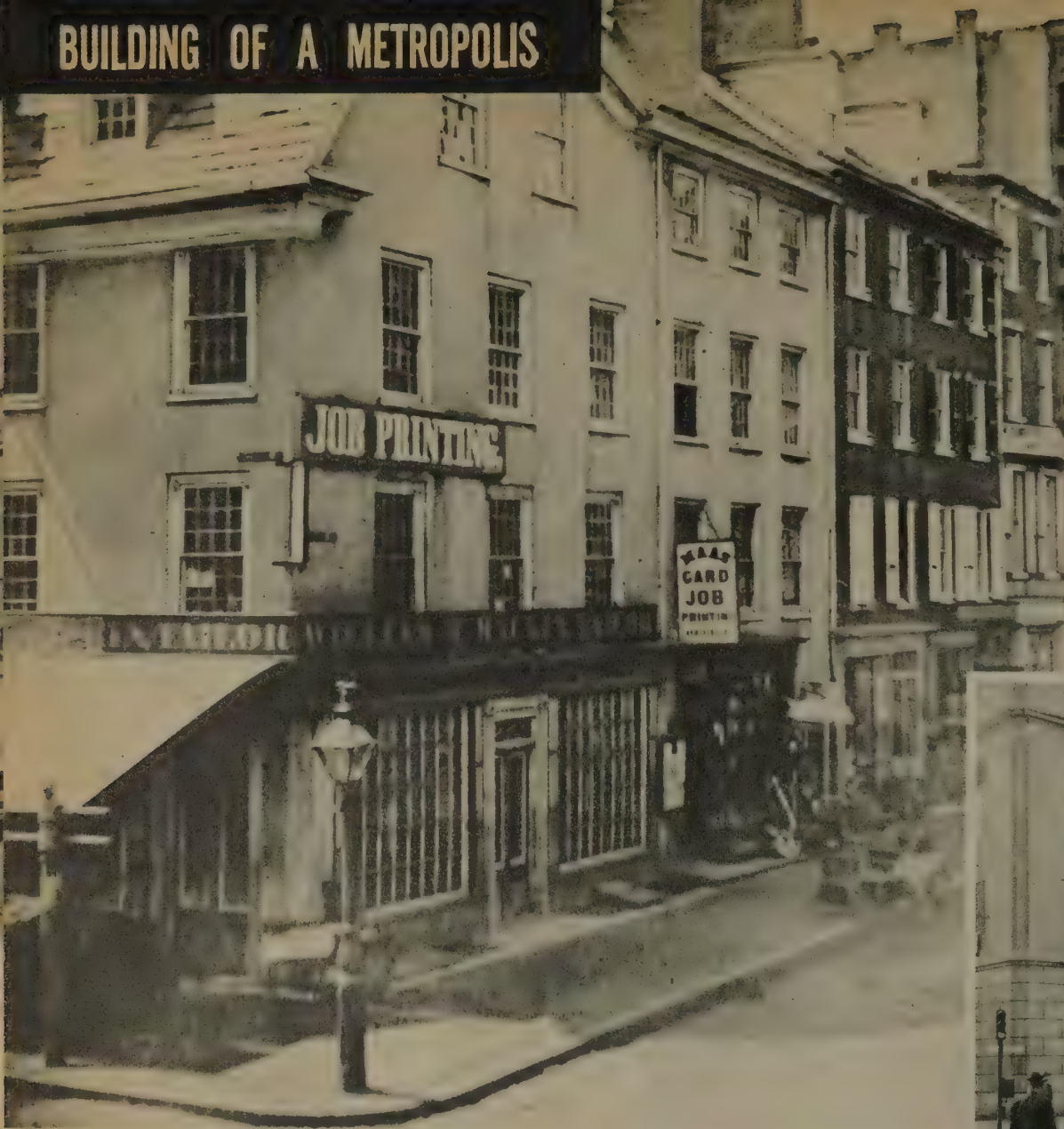


**BROAD ST. APPEARED BROADER** before mid-street light standards were introduced. View looking north across Girard Ave. in 1892. Handsome P. A. B. Widener mansion, valued at \$600,000, at northwest corner; the George D. Widener place, next door. Pretentious structure across street, just above Girard Ave., was home of William L. Elkins, Widener's traction company partner. Today's view shows Widener place, until recently a library, and Hotel Majestic.





# BUILDING OF A METROPOLIS



**COLONIAL CHARACTER** of city in 1855 caught in this old photograph showing E. corner 2d and Chestnut sts. Four-face lamp posts, topped by Federal eagle, stood on corners of cobble stone streets. Small paned windows bore shutters. Below, U. S. Customs Building now on same corner, a structures of yesteryear vanished.



**WIDENER BUILDING**, above now towers on N. W. corner Chestnut and Juniper sts., where old U. S. Mint (right) stood from early 1830's to 1901 until gradually surrounded by office buildings. First photo in U. S. made here, 1839.







**UT CHESTNUT ST.** business was moving. By 1865 when the Bulletin was 18 years old shops were established at street level in many an old colonial 3- and 4-story building. As can be seen in view above showing north side of street looking up from 9th.



**THE BOOM** that began in Philadelphia following the Civil War sounded the death knell for many old Chestnut st. structures. Toward the end of the century taller buildings, as at right, were rising. On the site we now see the Post office, Record building and the Federal Reserve Bank. Yet time's change saw these, too, disappear. In smaller photograph above is the block rebuilt a third time, as it appears today with its two fine, modern U. S. Government edifices. Will another century see even these replaced?





# BUILDING OF A METROPOLIS



**BROAD & CHESTNUT STS.**, today one of world's busiest intersections, was a residential district in 1841 when sketch above, showing N. W. corner, was made. Small tradesmen were entering scene.



**THE N. W. CORNER** had changed considerably by 1900 we find in the picture above. A famous saloon stood next to the corner and Kugler's old restaurant beyond that. In mid-Broad st. one of earliest traffic islands had appeared. Today the Girard Trust Co. building (photo at left) raises its dome on this corner.

**S. W. CORNER** in 1864 (below) pictures a private residence with the old La Pierre Hotel adjoining. In this Civil War day private houses lined Chestnut st.



**LAND TITLE BUILDING** rises at the S. W. corner today (photo at left) where the Adams Express Co. was situated in 1876 (below). But we can still see La Pierre Hotel's sign on adjoining building, as in earlier day. Tin pavement awnings were becoming commonplace at business corners. Eventually these spread all over town but were banned in years to come. Gas lamps had appeared; also overhead wires which carried only telegraph messages.







**THE N. E. CORNER**, where Wanamaker's Men's Store stands today (at right) was preceded by high, stone-carved office buildings at end of 19th Century (above.) A well-patronized rathskeller held forth in the basement of corner building for many years. That traffic light was one of the earliest in Philadelphia.



**SMALL STORES**, plus old church north on Broad st., featured N. E. corner area in 1870's (above). Finnelli's famous oyster house was located a few doors down Chestnut St. Eli K. Price once lived next to church.



**THE BULLETIN FLASHCASTS** its news above the shop in the modern bank building now at the S. E. corner (photo at right.) Many, many thousands pass this corner during the day and evening hours. Yet in the '90's (photo below) the spot had changed little from that earlier day pictured in sketch at lower right hand corner. B. Franklin's Detective Agency (no relation to Poor Richard) had taken over the old private residence. The policeman looks like Mack Sennett character.



**S. E. CORNER** (below) in 1868. Residential in all directions. Untrafficked streets were cleaned only once a month—and by hand. Busy area was many blocks east toward Delaware River.





# BUILDING OF A METROPOLIS



**COLONNADE HOTEL** (below) arose in 1868 on the site of those colonnade row houses. It stood until 1925. During World War I it was a snappy gathering place for young office men, many of whom entertained their young ladies in its sedate dining room. This was the era of the Trot and Bunny Hug dances, 20-cent cocktail.



**15TH & CHESTNUT, S. W. corner,** as it appears at present. Compare modern office building on this mid-town site with structures that preceded.

**COLONNADE ROW** (above) was the name given to 4-story row built on south side of Chestnut st. west of 15th more than a century ago. The name was applied because of heavy-pillared porches. These homes, typical of others soon to rise throughout the city, were considered very fashionable. Columns of old Episcopal Church of The Epiphany can be seen at right in this sketch.

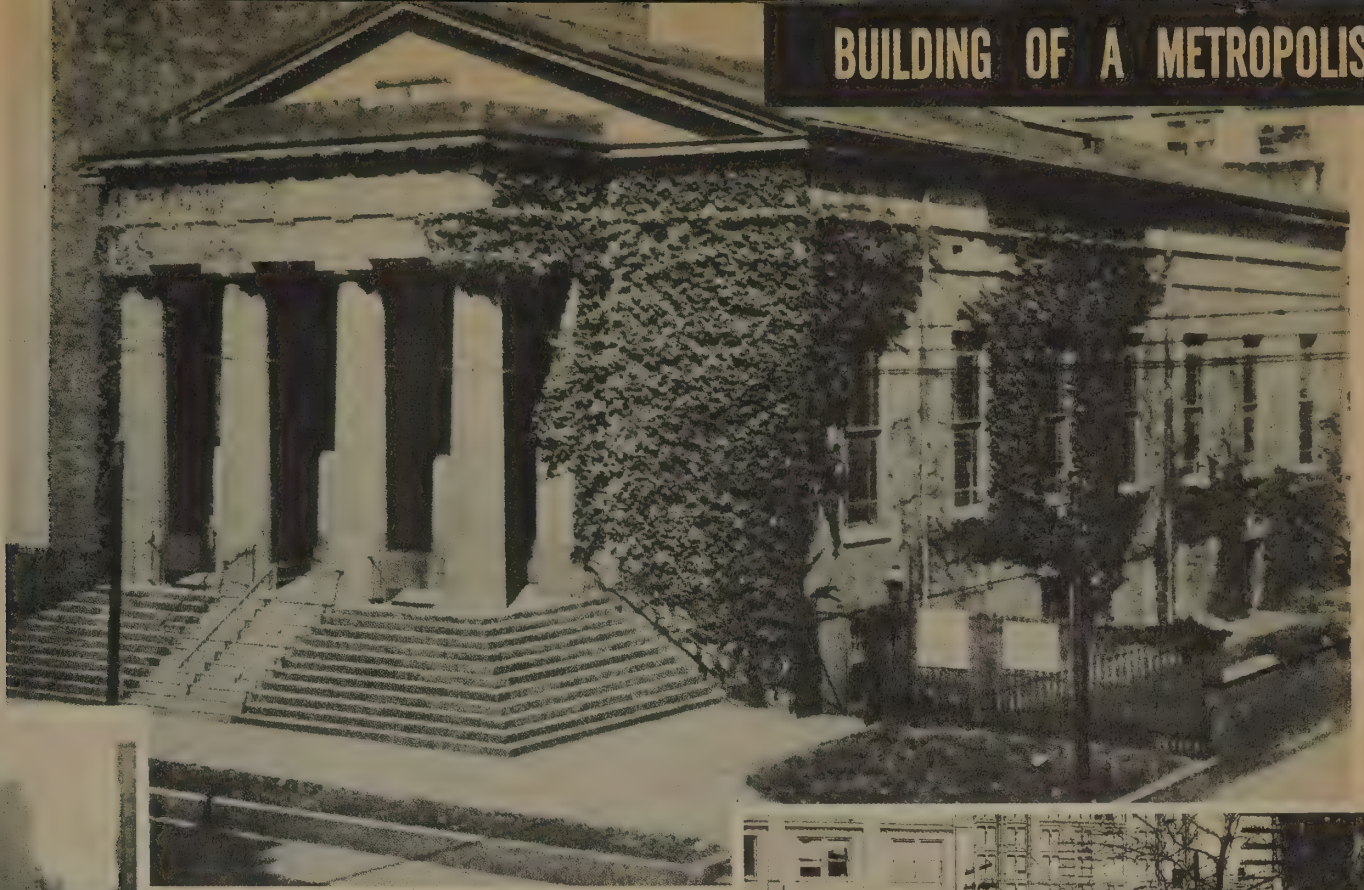


**S. E. CORNER, 15th and Chestnut** (above) where solid old dwellings, their carriage houses in rear, stood until 1875. In that year the Y.M.C.A. erected its fine building here (at left). Commodious as it was, the "Y" eventually found it too small, opened larger quarters on Arch st.



**A HANDSOME** bank building occupies the S. E. corner.





**ON THE N. W. CORNER**, 15th and Chestnut sts., formerly stood the Episcopal Church of The Epiphany, consecrated in 1834. This magnificent structure with its ivy-covered walls was one of the most popular houses of worship in Philadelphia. It is hard for us today to realize that this edifice, and the walled graveyard that extended north on 15th st. from Chestnut, occupied this site until the early 1900's, before being swept away by the expanding mid-town business section.



IT LOOKS today, that N. W. corner.



**THE N. E. CORNER** was occupied by an odd-looking frame house when this sketch (at right) was made in 1864. Consider now the four corners of this intersection you have seen in drawings in this and the opposite page, most of them made less than a century ago and within the life span of many yet living!



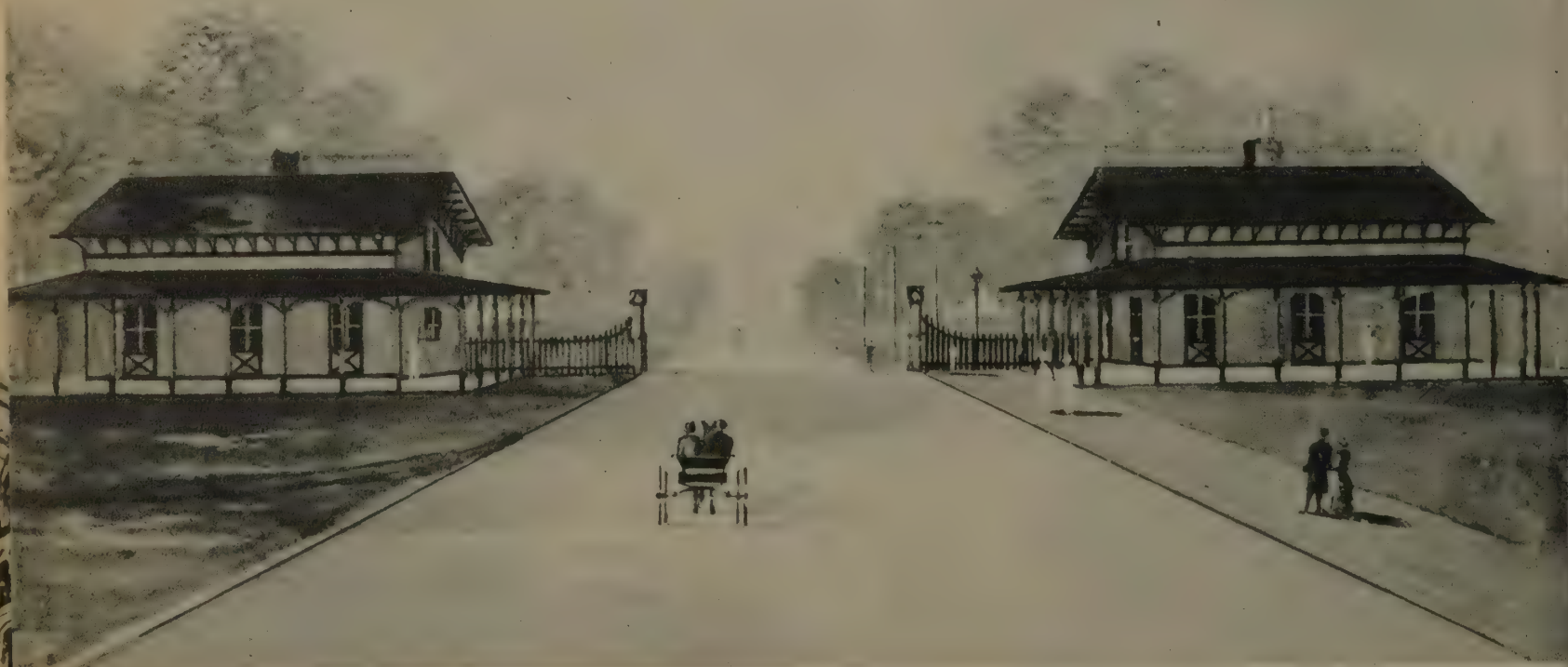
**THE YEAR 1915** was only 32 years ago, yet the photo (at left) of the N. E. corner, 15th and Chestnut, seems hopelessly "dated," according to modern downtown standards. Another small building occupies the site now (at right.) What this spot will look like in another decade, who can say?







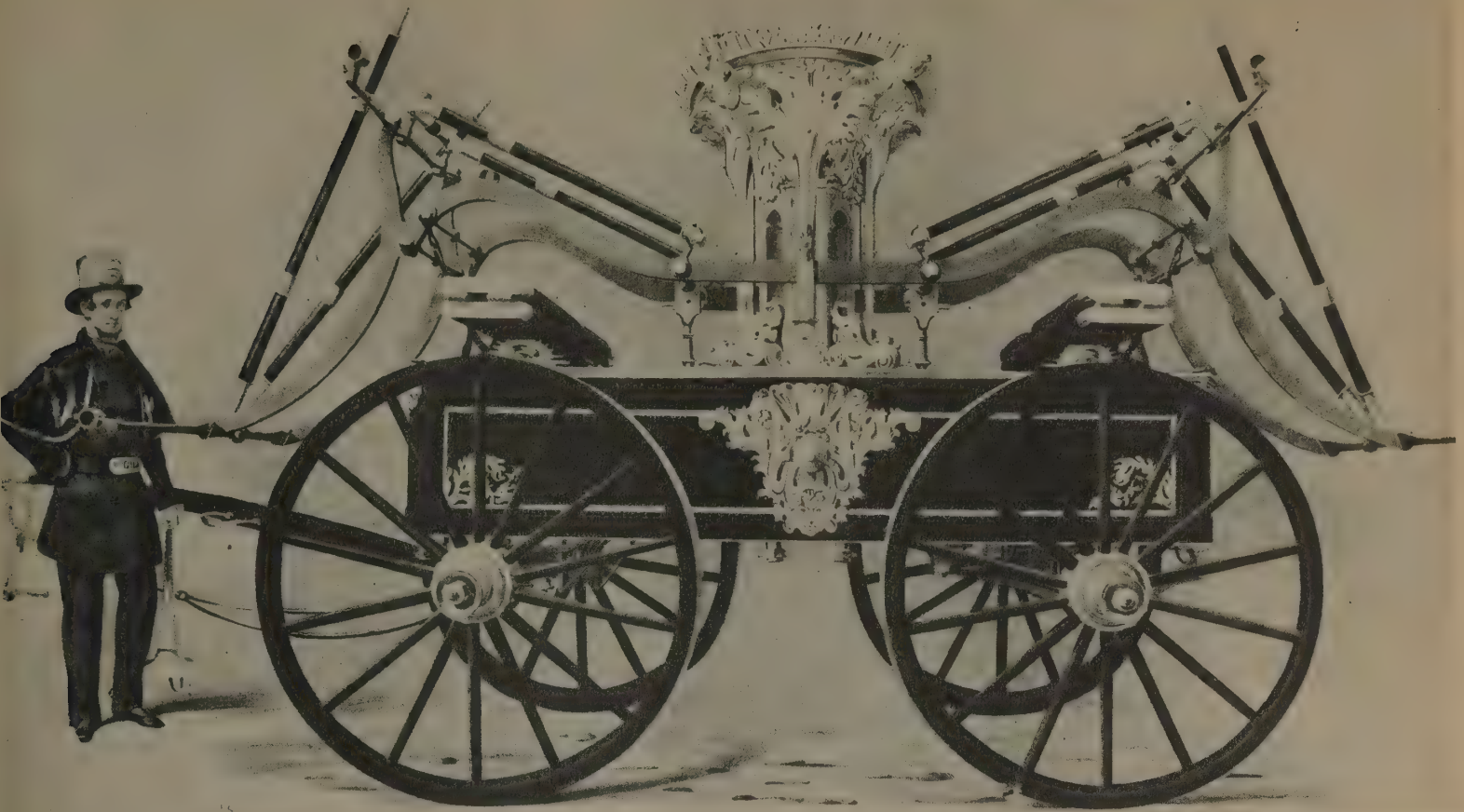
**BROAD ST. AND ERIE AV.** in the year 1883, looking southward. If you had climbed in your carriage and headed into town you would have passed only a few houses in the next two miles. Neither Broad st. nor Germantown av. this far north was yet paved. At right, the modern view.



**LEAGUE ISLAND,** at the other end of Broad st., looking northward through the old-fashioned, Victorian gates in 1891. One might feel that the over-all vista has not changed unbelievably here in the past

half century. Actually, most of the lower section of South Philadelphia has been built up in those intervening years. But then, as now, our big Naval Base was one of the most important in the Nation.





**PRIDE OF PHILADELPHIA** was this magnificent piece of fire-fighting equipment, the possession of one of our numerous volunteer fire companies in 1853. The brawny firemen of that day, when *The Bulletin* was an infant, pulled this machine to the scene of the alarm by hand, for the horse-drawn fire engine had not yet come. That ornate tower of metal in center of wagon was a hand pump, requiring more manual labor. Fires were frequent and too often more than our blaze battlers could manage as you will realize in leafing through this book and noting the many important buildings of olden times that were victims of flames.



**PANDEMONIUM** broke loose when firemen of a century ago sped to their task. Whooping and shouting, the well-trained teams went through the streets, the captain dashing ahead, blowing his horn. Then, as now, all the neighbors turned out and small boys trailed in the firemen's wake, though they had a better chance of keeping up with the engine then. Equipment, compared with today's, was crude indeed. Yet, many a man's home and business were saved by the selfless efforts of these volunteers who served without pay. Public contributions kept the companies in operation.





**A GENERAL ALARM** summoned the city's newly organized, paid fire department to the grounds of the Centennial Exposition in 1876. Thousands watched the firemen control flames which for a while threatened our historic World's Fair. Old timers tell us it provided one of the most outstanding sights at the exposition.



**THIS AMBULANCE** used by an old volunteer company previously had been in the Union's service during the Civil War, carrying wounded soldiers from the railroad station to Army hospitals set up here. Many a fire ambulance called public attention to such service by legends on the wagon side.



**THEY'RE OFF TO A FIRE!** Roused from their beds, perhaps many blocks away, the volunteers buckle down to their job in this old drawing, still not realizing that the horse is man's best friend. In that era, fire plugs were packed 'round with straw. If they froze the straw was lighted to thaw them out. At right, an old horn used by a fire captain to signal orders to his men and announce the engine's approach at intersections.







**REAT FIRE** at the old Masonic Temple Chestnut st., between 7th and 8th, sed damage estimated at \$35,000, a able figure in 1819. In the early onicles of the city, fires loomed large vents of the times, ranked with mur- cases among the big news stories of ear. Sometimes they still do.



**THE TIN HAT** (above) was standard equipment for old-time fire fighters. No doubt these offered some protection but how much is open to surmise. The later model (below) is more streamlined, ap- proaching today's helmet in appearance, but the modern headpiece is less ornate.



**LUNTEERS** fight a fire in an old colo- l building (at right). Drawing made 1855. Main pressure was low but old, eted-leather hoses often broke. The anpanies vied with one another in ching the scene first and often en- ged in fisticuffs to establish priority.







Paul Revere scene on equipment of old Lexington Fire Co.



**OIL PAINTINGS** such as this one gar-  
nished sides of fire engines in old days.



Beauteous maidens furnished the motif  
on another engine.



This winsome guitar player on panel  
rode another engine.



**FIRE ENGINE** of 1840 vintage with a well-  
equipped fireman by its side. A cape  
protected the volunteer's shoulders; a  
tin helmet, his head. Hand pump is  
shown in center of wagon.



In this engine decoration a pretty lady  
strums a harp.



**FIRE IN WINTER**, a modern scene. 'Glacial effects rise under the firemen's  
hose, hampering their work. Philadelphia has one of the most efficient  
departments in the country.



**CITY'S WORST FIRE** occurred in 1901 at 13th and Market sts., still  
talked about on the early watch. Twenty-two persons lost their  
lives and great damage was done.

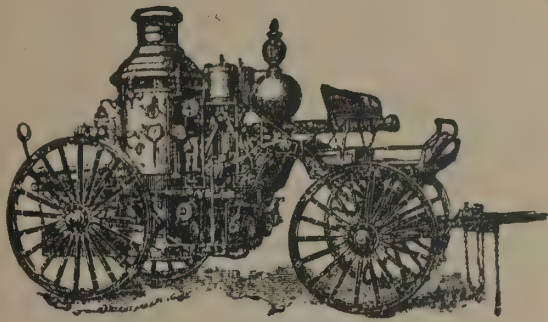


# SMOKE & SMOKE-EATERS



ONE OF THE EARLIEST steam fire engines (on left) used in the city dates from 1858. At last the equine had been put into fire harness where he was to serve many decades. No doubt our forefathers who watched this innovation roll by asked one another "What will they think of next?"

1761540



IN THE TRANSITION period from man-drawn to horse-drawn equipment the old engines had little trouble converting. The volunteers simply stepped away from the wagon tongue and hitched the horses thereto. The engine pictured (with a trailer!) belonged to the Hibernia Engine Co., one of the oldest groups of volunteers in Philadelphia.



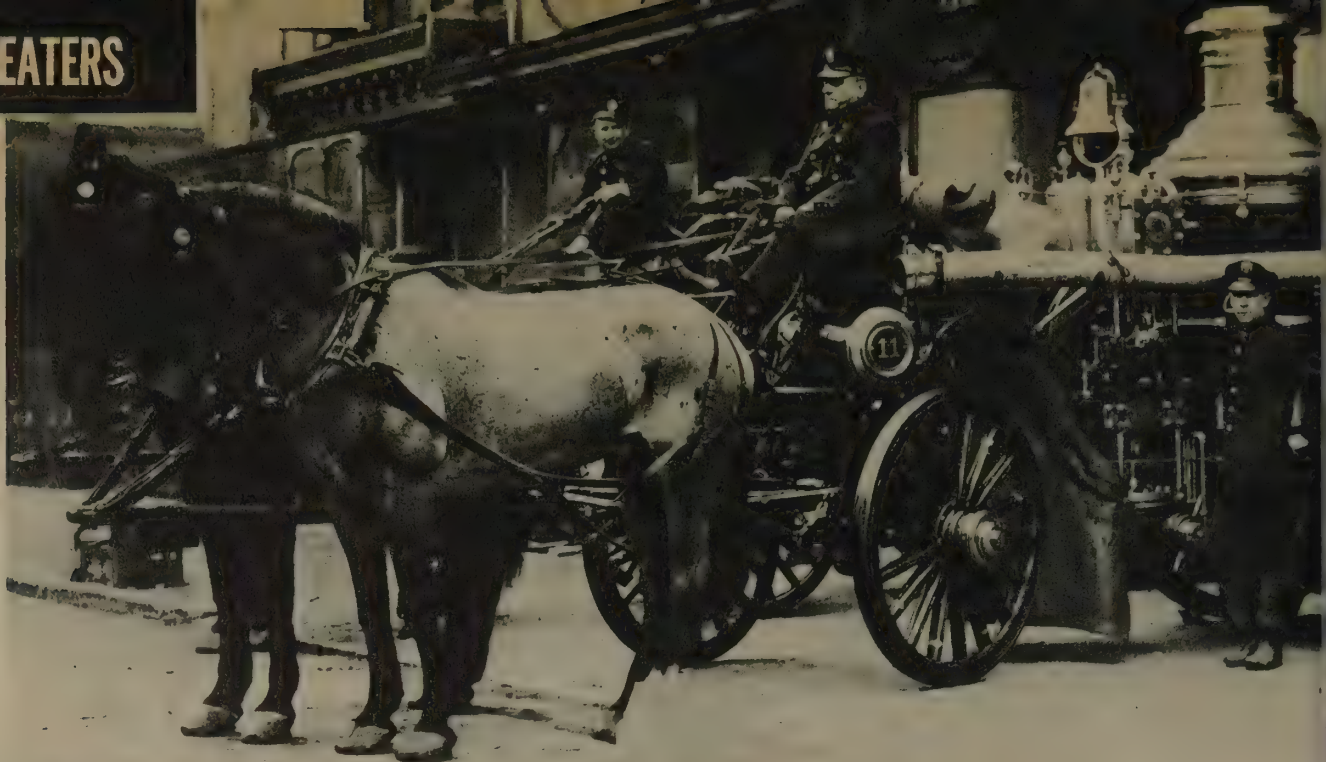
**PARTING:** The last two horses used by the city's fire department are led from their station. Most of these animals, so knowing they learned to recognize summons of the firehouse alarm, found homes on nearby farms.



**CORRECTLY-ATTIRED** firemen in former times wore high tin hats. These were painted with colorful designs and symbols of the volunteer company as were their leather capes, belt buckles and other parts of their uniform.



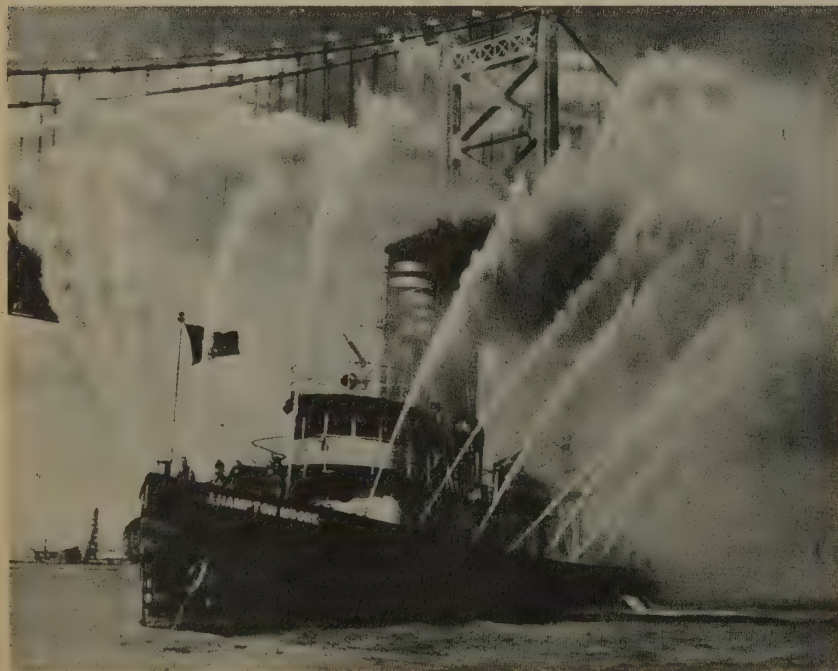
# SMOKE & SMOKE-EATERS



**UTILIZATION OF HORSES** in the fire-combating scheme of things boosted speed efficiency tremendously. For many decades horse-drawn engines rumbled through Philadelphia's streets until motorized vehicles inevitably replaced them. Photograph at shows the old-style machine as it appeared in its final days. Many of the city's fire received early training on such equipment.



**UNFORGETTABLE SCENE** in our recent past (above) when a careening engine drawn by horses three abreast dashed up to the scene of a fire, the driver bellowing commands to his husky steeds.



**FIRE BOATS** along the waterfront, capable of tossing tons of water high in the air over any flaming wharf or ship offer indispensable fire-control protection to our port. Above, the J. Hampton Moore puts on a display.



**OLD VS. NEW**, summary of an epoch. One of our latest engines posed beside an old timer that did its share of work in years long past. How our city could have used modern devices in those days of wooden houses, open fire places, kerosene lamps!





**ATLANTIC CITY'S SALT BREEZES** were the delight of Philadelphians as far back as 1874 when this drawing was made, and *The Evening Bulletin's* columns of the day made occasional reference to shore

sojourners. Gaunt Absecon lighthouse, a handful of seaside cottages, the first narrow boardwalk are shown in this rather desolate view, looking north from Massachusetts av.



**SECOND BOARDWALK**, built after the first was destroyed by storm in 1889, displays lights, railings, parasoled throngs in this 1890 picture. The resort was going places but still awaited piers, shops, giant hotels.



**"WORLD'S PLAYGROUND"** as it appears at present with its wide boardwalk, rolling chairs, teeming crowds of vacationers. Beach appears the same but actually shoreline has shifted slightly.



# "BY THE BEAUTIFUL SEA"



**BY THE SEA** at Atlantic City in 1876. Shacks for changing to bathing togs were available but this sketch suggests that old clothes often served for sea duty. Smart folk drove their carriages along the strand.



**BEACH SCENE** in 1890. Crowds relaxed in pavilions, inhaling the salubrious air, while gentlemen in derbies, ladies in bustles wandered along the shore. Gay blades often pedaled down to Atlantic City by bike.



**INTREPID BATHERS** in full regalia at century's turn. News photographers had not yet coined term "cheesecake" to describe feminine beauty, and it's just as well!





**ATLANTIC CITY SKYLINE** as we view it today with luxurious shorefront hotels built at a cost of many millions—and where vacationers spend many millions. The "playground of the world" is in Philadelphia's back yard.



**BEAUTY PAGEANT** contenders, 1946. In this annual climax of Jersey Shore's season, the pick of Nation's curvaceous, talented young womanhood assemble. Philadelphia lassies have won their share of Miss America titles.



**FIRST PAGEANT**, held in 1921, indicates how styles in beach wear as well as in hair-do and overall standards of feminine pulchritude have altered. Earlier girlies lived in a day when it was smart to be hefty.



# BY THE BEAUTIFUL SEA



**SURF HOUSE, 1880.** Only two stories high and proud of it. "Few steps to climb," its ads boasted. Rates: \$20 per week for room and meals—bath not included. The nearby sea provided that. Located between Kentucky and Illinois avs.



**CONGRESS HALL, 1855.** One of great hotels in days when Atlantic City spoke of itself as a "Watering-Place." On Massachusetts av., it sought the hoity-toity trade, described its patrons "people of the most elegant manners and refinement."

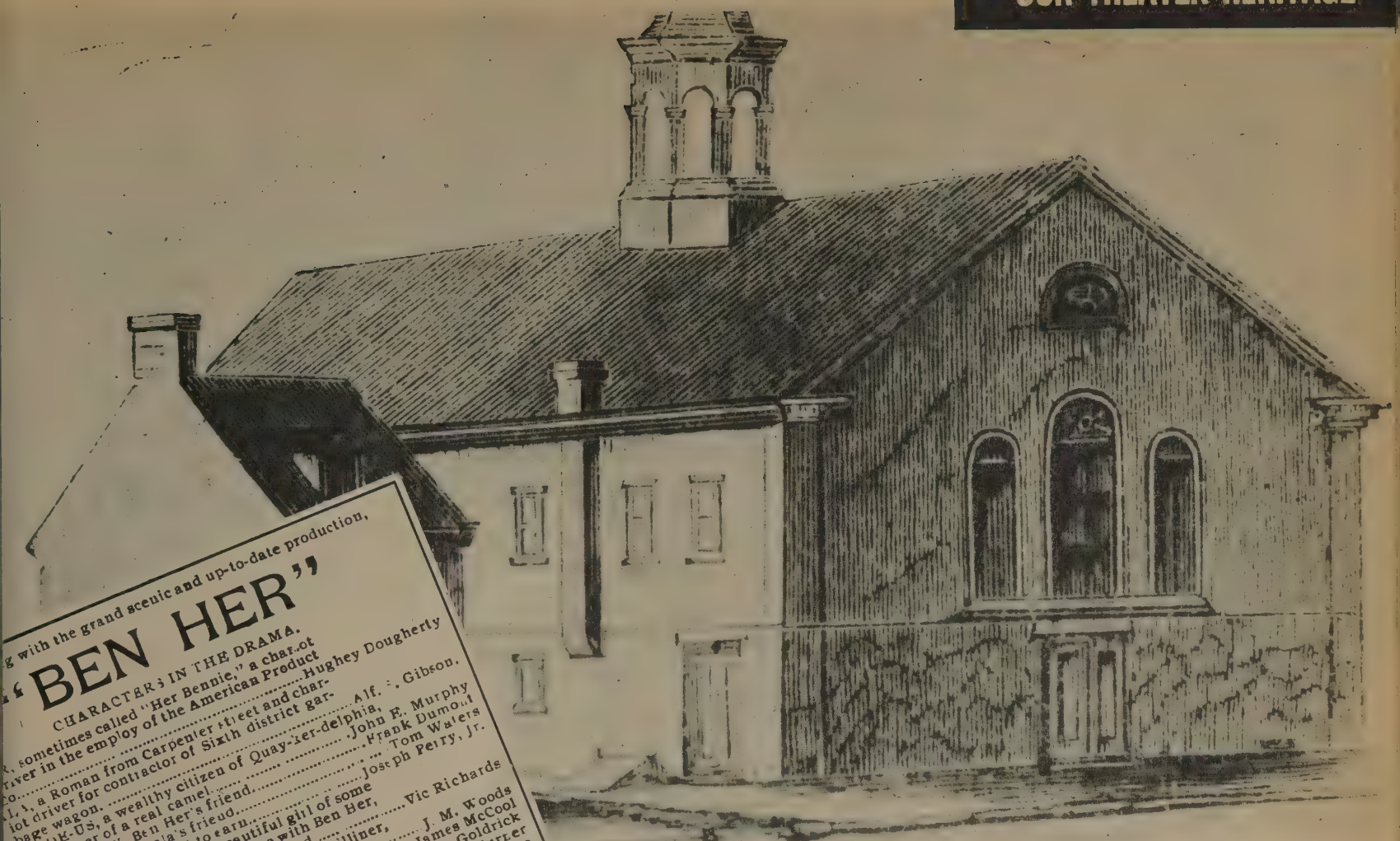


**SEASHORE VILLAS,** like this one owned by General Grant, were the last word in '70's and '80's. From such ornate forerunners Atlantic City's distinctive cottage architecture emerged. Wooden structures predominated. Porches were the rage; too much sunshine was considered unhealthful! Old Sol is now a chief asset of the resort.



**PACIFIC AVENUE, 1876.** Painting shows serene atmosphere and fashions of the period. Observe the nursemaid pushing baby buggy, the "quality folk" everywhere. A snooty book of the day prided Atlantic City for its "total absence of the working-class element." Yet the masses were to make it the greatest resort in the world.





**FIRST THEATER** in America was the Southwark, at South and Apollo sts., opened on November 21, 1766. Here "The Prince of Parthia" by Thomas Godfrey, Jr., the first American play, was produced on April 23, 1767. Colonial theatergoers trudged through mud to see this drama.

g with the grand scenic and up-to-date production,  
**SEN HER"**  
 IN THE DRAMA.  
 "a char-ot  
 Product  
 Hugh D

**BEN HER**

CHARACTER IN THE DRAMA.

sometimes called "Her Bennie," a char-  
acter in the employ of the American Product

a Roman from Carpenter street and char-  
acter for contractor of Sixth district gar-

ally citizen of Quay-street, Phila.  
amel friend. of some

Alf. Gibson.  
John E. Murphy  
Frank Dumont  
Tom Waters  
Joseph Perry, Jr.  
Vic Richard

...some  
 ...river in the ...  
 ...a Roman from Can ...  
 ...not driver for contractor of Qu ...  
 ...a wealthy citizen of Qu ...  
 ...baggage wagon.  
 ...and owner of a real camel.  
 ...ON HILK-OS, a wealthy friend.  
 ...and owner of a real camel.  
 ...TO IN-TER-JAC, v-e-s-s-a's friend.  
 ...NO BALLAS, but not a cent to earn.  
 ...ENIQUION, in love with Ben Her,  
 ...RISH, sometimes called Iras, in love with Ben Her,  
 ...thirty or forty summers, in love with Ben Her,  
 ...and be's BEEN HER'S in her mind  
 ...also in love with Ben Her.

} South Street  
 } Peddlers  
 } Real  
 } Romans  
 } from  
 } little  
 } Italy

Droous  
 c. Ma-Tell-Us  
 c. Jacobs  
 c. heli

Joseph Richards  
 J. M. Wood  
 James McCoo  
 Edwin Goldrie  
 Charles Tur  
 J. M. Kem  
 J. E. Dem  
 J. Jos Perr  
 Joseph H  
 Charles Sin  
 Charles Sin  
 the wagers — Bet  
 The colore

...the Public Buildings of  
 ...ing the wagers — Bet  
 The colore

**GREAT AND THRILLING CHARIOT RACE,**  
Highly trained gum arabic steeds plunging at full speed.  
**Panorama of Colored Spectators.**  
**THE RACE**  
With J. W.'s \$50,000.

Chetini ..... Italy  
 Amago .....  
 Appoetti .....  
 Lombardi .....  
 Chestnutti .....  
 1.—Street in Artichoke (near the Public Buildings.—The colored  
 2.—Preparing for the race —Making the  
 3.—Way loses.  
 4.—Court yard of the Public Buildings plunging at full speed.  
 5.—Assembled in the arena.  
**GREAT AND THRILLING CHARIOT RACE,**  
**Grand Panorama of Colored Spectators.**  
**BEN HER WINS THE RACE**  
**Away with J. W.'s \$50,000.**  
 INSE TABLEAU.

It will haunt you in your dreams.

**Grand Pandemonium**  
**BEN HER W**  
**And Runs Away With J.**  
**INTENSE TABLEAU.**

**ent's Minstrels**  
**FIRST**  
 ... House, Paris.  
 Chas. Turn  
 "Do

**Dumont's**  
PART FIRST  
Grand Staircase at the Opera House, Paris.  
Interlocutor  
Frank Dumont.  
R. P. Lilly), introducing  
Also, "Miss Orient,"  
"Baby".....Dumont  
.....H. H.

**Dumont's**

**PART FIRST**

Scene—Grand Staircase at the Opera House, Paris.

Tambourine  
Alf. S. Gibson.  
Medley Overture (arranged by R. P. Lilly), introducing "Dolly."  
solo for Melophone "Always," also, "Miss Orient," "Phillipino  
Man," and "Thinny. Come Kiss Your Baby" Dumont's Minstrels  
"I Need the Band Is Playing Dixie," ("I'm Hamming Home All. S. Gibson  
While the Money") Joseph F. Hortiz  
Sweet Home) Chas. Turner  
"If the Man in the Moon Could Talk"  
Hughey Dougherty and Vic Richards  
Change of End Men James McCoo  
"What is a Home without Love?" (Parody) Hughey Dougherty  
and Vic Richards  
"What is a Home without Love?" J. M. W.

Why I Love You, but I Do"

Money Goes"

SALE IN 1900

"I Can't Tell why I Love You"  
"Whisper"  
"That's Where My Money Goes"  
"Thornose Without a Thorn"

Scent  
S. Gibson.  
Overture (arranged  
y Melophone "Always,  
and "Thinny. Come Kiss You  
Man," and "Hingy. I'm Ham."  
Need the Money"  
the Band is Playing Talk"  
Sweet Home)  
while the Man in the Moon Could Love'  
What is a Home Without Love' Change of End Men.  
Hughbey Dougherty and Vic Richards.  
J. M. Wood

FINALE  
DELPHIA IN 1900  
Meet Every Da

Chas Sir  
Tom  
Ait. S.

Tell why I Love You, but I Love  
 Where My Money Goes  
 Where Without a Thorn  
 Tell why I Love You, but I Love  
 Where My Money Goes  
 Where Without a Thorn  
 Tell why I Love You, but I Love  
 Where My Money Goes  
 Where Without a Thorn

FINALE  
 PHILADELPHIA IN 1900  
 Or, the People We Meet Every Day

Chas. Simpson  
 Tom Waters  
 Alf. S. Gibson  
 Perry and Master Cook  
 Murphy and Turner  
 Parade of the Rival Candidates

**PHILADELPHIA** **IN** **THE** **FINALE**

**Or, the People We Meet Every Day**

The Corn Doctor..... Chas. Simpkins  
The Scissors Grinder..... Tom Watson  
The Blind Market Carrier..... Alf. S. Gibson  
The Big and Little Pine Tar Men..... Perry and Master Cook  
The Tough and his Sweetheart..... Murphy and Turner  
Concluding with the Parade of the Rival Candidates

**DUMONT'S**  
new show  
generation  
where on



**DUMONT'S MINSTRELS** in their own theater and with their own new show each week, rolled Philadelphians in the aisles for a generation. The theater was on 11th st., south of Market, where one of the city's earliest automats now stands.

**INSTREL SHOWS** were long favorite here. And sometimes the programs were as comical as the stage performance.





**CHESTNUT ST. THEATER** (above) the third to bear the name, opened in 1863. Here such famous stage personages as Edwin Forrest and Sarah Bernhardt trod the boards. This building was razed about 1910. First Chestnut St. Theater (upper right) was built in 1793 on north side, near 6th st. Fire destroyed it in 1820.



**"OLD DRURY"** was name given to second Chestnut St. Theater, built on site of the first in 1822. Jenny Lind sang here and the first American opera worthy of the name—"Lenora" by William Fry, a Philadelphian—was presented in 1845. Theater pulled down about 1855.

## Chestnut Street Opera House

ZIMMERMAN & NIXON  
FRANK G. ZIMMERMAN  
WEEK BEGINNING  
Every Evening

Proprietors and Managers  
Business Managers  
MATTICES FEBRUARY 24, 1903  
Wednesdays & Saturdays

### FLORODORA

The English Musical Comedy in Two Acts, entitled  
Book by OWEN HALL, Author of "The Geisha," "The Gaiety Girl,"  
Direction of JOHN C. FISHER and THOS. W. RYLEY  
Music by LESLIE STUART  
"An Artist's Model," etc.

CYRUS W. GILFAIN, proprietor of Florodora	Mr. R. E. GRAHAM
CAPTAIN ARTHUR DONEGAL, Fourth Royal Life Guards	Mr. CYRIL SCOTT
Lady H. Abercoed's brother	Mr. W. P. CARLETON
Leandro, overseer of farms	Mr. Nace Bonville
Tenyson Sims	Mr. T. H. Whitford
Ernest Pym	Mr. C. C. Robinson
Max A. Pfeibaum	Mr. Karl Stall
Keginald Langdale	Mr. Roy Lauer
John Crogan	Mr. W. J. Rose
William, a footman	Mr. PHILIP H. RYLEY
ANTHONY TWEDLEPUNCH, showman, p. technologist	Miss HELEN REDMOND
DOLores, maid to Lady Holyrood	Miss May Hopkins
Valleda, typewriter to Gilfain	Miss Lillian Wade
Estelle Lamont	Miss Geraldine Bruce
Mona	Miss Vivian Thompson
Inez	Miss Dottie Fox
Jose	Miss Julia Gray
Junita	Miss Lissa Gibson
Violet	Miss Edna Goodrich
Calista	Miss Alice Toland
ANGELA GILFAIN	Miss Florence Clements
Daisy Chalmers	Miss Sadie Emmons
	EDNA WALLACE HOPPER

ACT I—The Island of Florodora, in the Philippines.  
ACT II—Scene 1—Abercoed Castle, Wales.  
Scene 2—Grand Ball Room in the Castle.

Overture	Orchestra
1 Opening Chorus	Chorus
2 Sextette	Chorus
3 Duet, "The Credit's Due to Me"	Chorus
4 Chorus of Welcome	Chorus
5 Musical Number, "Come and See Our Island"	Clerks and English
6 Song, "When I Leave Town"	Lady Holyrood
7 Duet (Song and Dance) "Galloping"	Angela and Donegal
8 Tweddlepuncheon	Lady H., Gilfain and
9 Song, "Phrenology"	Chorus
10 Song, "Under the Shade of the Palms"	Angela and Donegal
11 Finale	Ensemble
1 Opening Chorus	Chorus
2 Song, "act"	Chorus
3 Song, "When You're a Millionaire"	Chorus
4 Double Sextet, "Tell Me Pretty Maiden, We Get Up at 8 A. M."	Chorus
5 Duet, (Song and Dance)	Chorus
6 Song, "The Fellow Who Might"	Chorus
7 Song, "We're Both on the Stage"	Chorus
8 "I've an Inkling"	Chorus
9 "The Queen of the Philippine" Islands	Chorus
1 Song, "I Want to be a Military Man"	Chorus
2 Finale	Ensemble

**PROGRAM** for "Florodora", musical comedy smash hit of early 1900's that became an American tradition.



# ACADEMY OF MUSIC

Tuesday Evening  
April 29, 1902

The Weber & Fields ALL-STAR Company

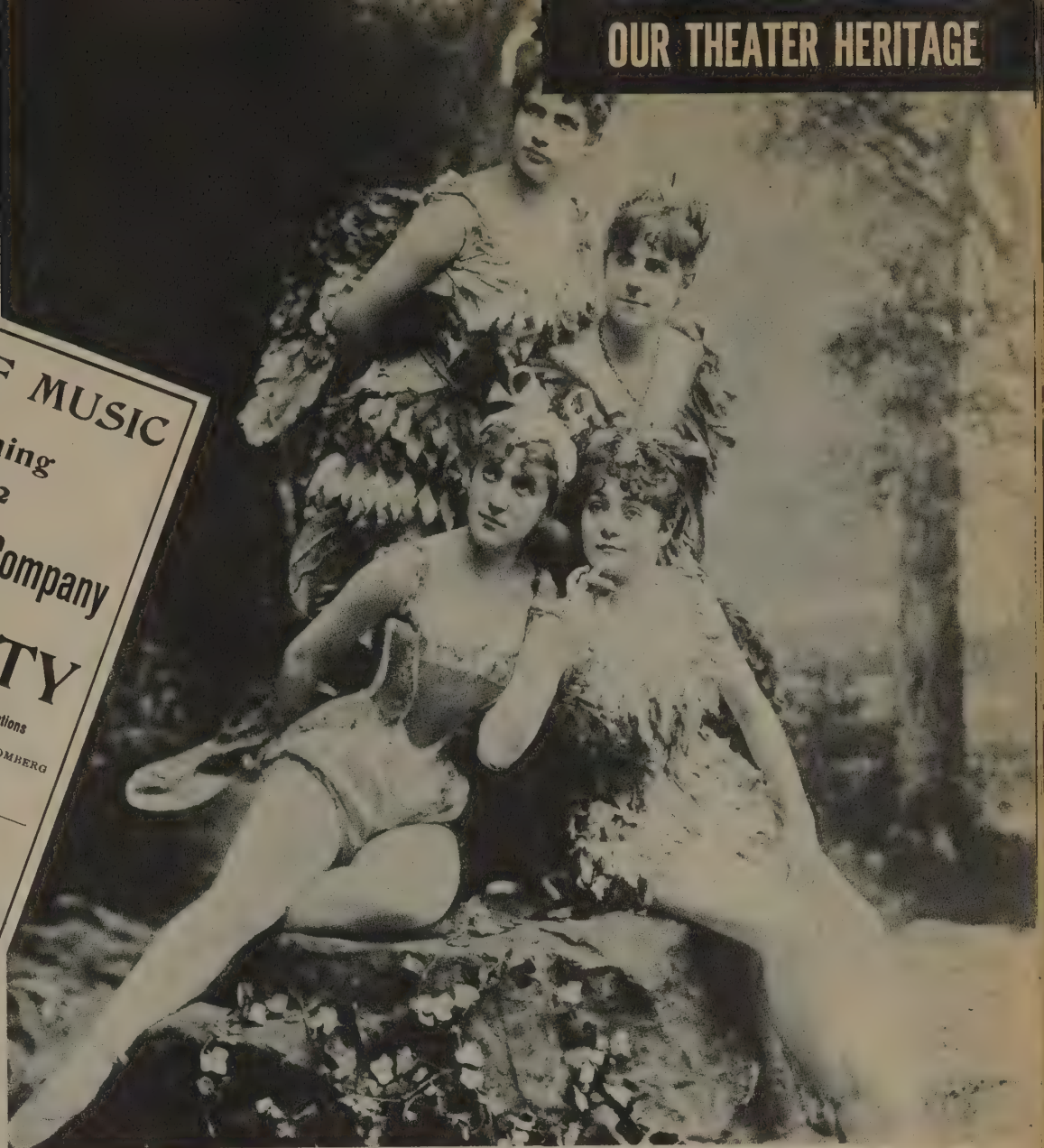
## HOITY TOITY

A Giddy Little Skit, on Things Dramatic and Otherwise, in Two Sections  
Dialogue and Lyrics by EUGAR SMITH. Music by JOHN STROMBERG  
Produced under the direction of JULIAN MITCHELL.

### SECTION I.

General Steele, an American billionaire, on a purchasing tour in Europe . . . . . De Wolf Hopper  
Harvard Yale, a young collegian touring with the college minstrels . . . . . Fritz Williams  
Philip Sauerbraten, a wealthy delicatessen purveyor . . . . . Joseph M. Weber  
Herman Kaffekucken } friends of Sauerbraten, engaged in the friendly occupation of helping him to spend his money, . . . . . Lew M. Fields  
Frederich Schnitzel }  
King Kazoo, a monarch by force of circumstances . . . . . Sam Bernard  
Reuben Hunter, Lady Graftor's right-hand man . . . . . John T. Kelly  
Lady Graftor, a society leader, addicted to the fashionable habit of short-card playing . . . . . Lee Harrison  
Lillian Russell

(Program Continued on Next Page.)



**CHORINES OF 1860'S.** Costumes worn by these ladies in "The Black Crook," first musical comedy to appear in Philadelphia, were considered extremely daring. Self-appointed censors ranted; others voiced enthusiastic approval. But the show went on at Chestnut St. Theater and later at The Academy of Music, of all places!

## KIRALFY'S ALHAMBRA PALACE

SUMMER

THEATRE

AND



**KIRALFY'S THEATER** was built in 1876 to woo Centennial throngs. Kiralfy was noted for his extravaganza productions. In later years this popular house became the old South Broad St. Theater. Above, a ballet dancer of yesteryear.





**THE DREW-BARRYMORES** have been termed the "Royal Family of the American Theatre". Mrs. John Drew, celebrated Philadelphia actress and owner and manager of the Arch St. Theater for 30 years, was the grandmother of Lionel, Ethel and the late John Barrymore, pictured above in an early photo. All three were born in Philadelphia; Lionel and Ethel at 119 N. 9th st., John at 2008 Columbia av.

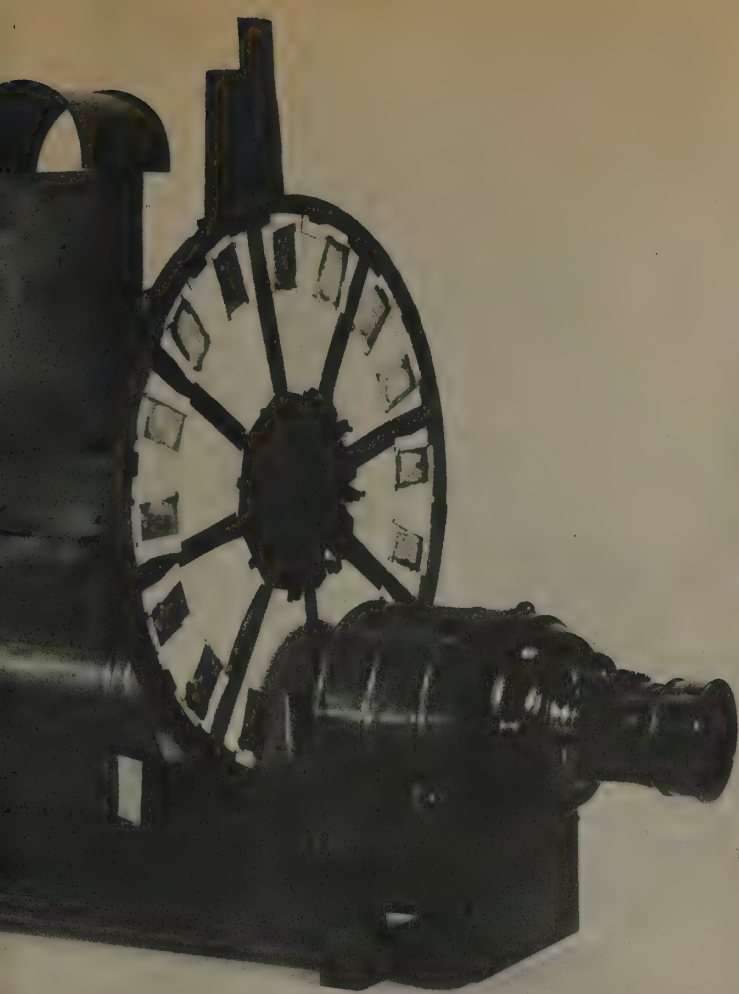
**ARCH ST. THEATER**, at left, as it originally appeared. It was located at 609-15 Arch st. Opened in 1828, it was the second oldest playhouse in America. Management changed hands frequently; the house was not too successful before Mrs. John Drew managed it in 1861. Such famous thespians as Edwin Booth, Joseph Jefferson and the Barrymores were presented here. After Mrs. Drew retired in 1892 the place became a variety and later a foreign language theater. From 1902 to 1907 it was known as Blaney's Theater. The Arch St. was torn down in 1936.



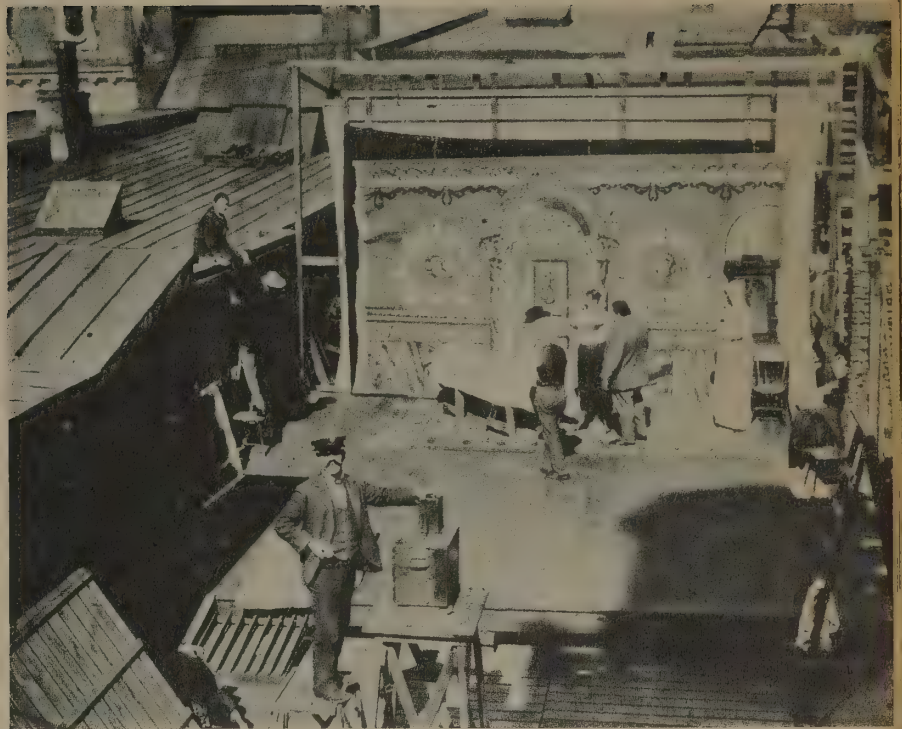
**WALNUT ST. THEATER**, built in 1809, is not only the oldest standing playhouse in America but is believed to be the oldest in the world continuously devoted to the drama. For 138 years it has not missed a season. Although revamped, altered somewhat through the ages,

it still preserves its original outlines. Ghosts of the past stage great haunt its interior. Edwin Forrest and Mrs. John Drew both made their first stage appearances in this venerable institution, once managed by Charlotte Cushman.





**FIRST PROJECTOR** of photographic motion pictures in 1870. A practical moving picture machine was made in Philadelphia as early as 1860.



**FORERUNNER OF HOLLYWOOD** was Philadelphia. Here one of the earliest cinema studios in the country was located. Photo of 1900 shows old Lubin Studios, producers of many movie short subjects. Note crude painted scenery and the roof-top set. Kleig lights had not yet arrived so it was necessary to capture Old Sol's rays for lighting.

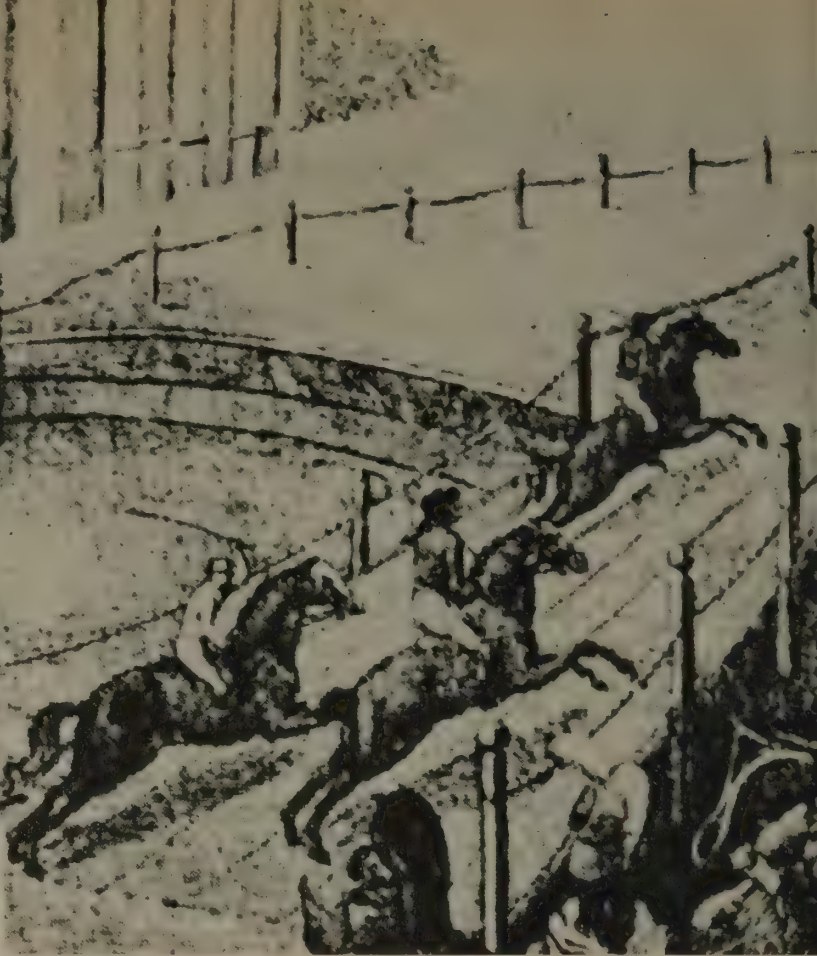
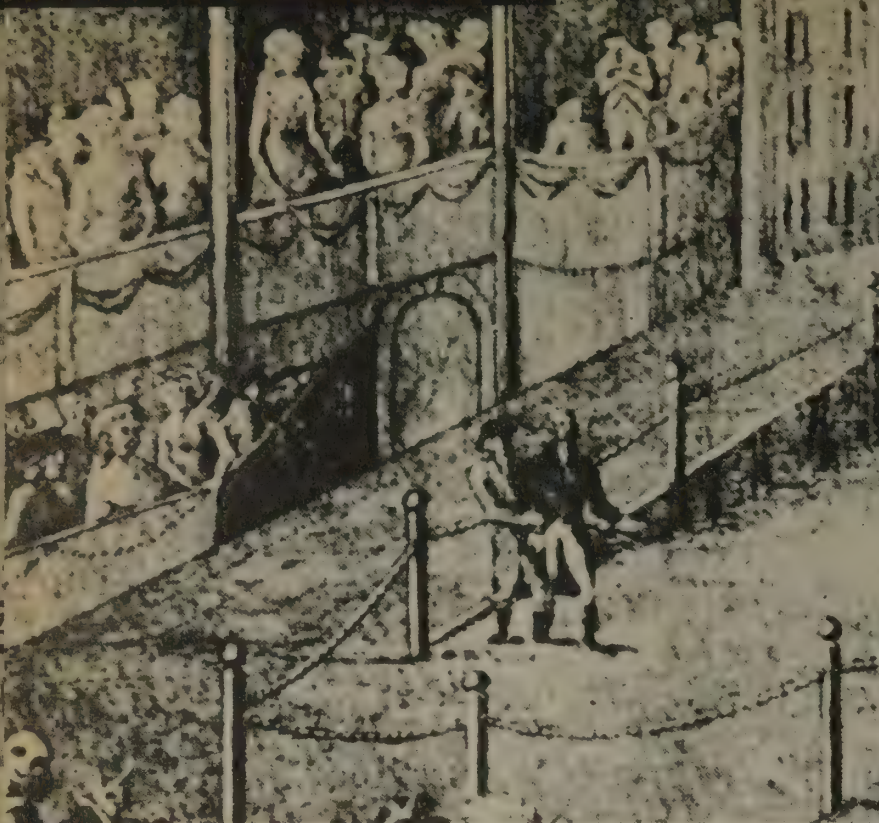
**OLD BIJOU THEATER** (below) on 8th st. above Race, was the first theater in Philadelphia to show movies to the general public. That momentous year in the history of local entertainment was 1896. The Bijou later became a burlesque house.



**OLD BIJOU THEATER** (at right) where "Home Sweet Home" was sung for first time nearly 147 years ago. Edwin Forrest, when 16, leased the playhouse for a one-night performance of Richard III. In 1910 fire destroyed this structure, located east of Washington square on Locust st.







## FIRST ENTERTAINMENT

Thursday Evening, March 21

### ADMISSION.

BOXES AND PARQUET, 25 CENTS. GALLERY, 12 CENTS.

Large Private Boxes, \$6.00. Small do., \$4.00. Single Seats in Private Boxes, 30 Cents.

LOCK UP AT SEVEN O'CLOCK.

PERFORMANCE TO COMMENCE AT HALF PAST SEVEN O'CLOCK.

The Chief Features of the Management rely, as distinctive from all other Equestrian Establishments, and strongly recommending the cause of general attention, are the

# APOLLONICON



The Master-piece of Mechanical Skill  
AND MUSICAL SCIENCE,

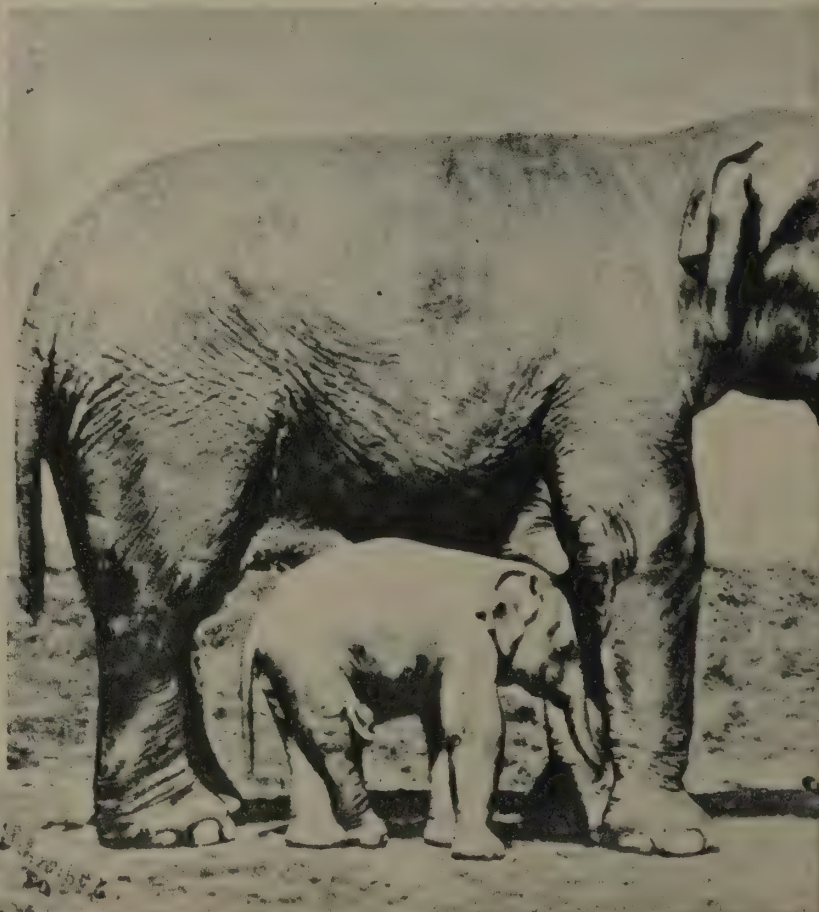
Four hundred and forty horses, drawn by the calliope, built in America, at a cost of \$10,000.

## 40 HORSES!

FOUR HUNDRED AND FORTY.

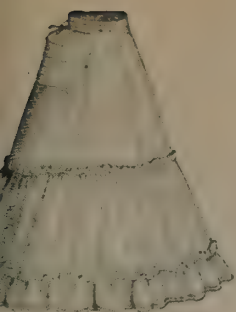
WHEN THE FIRST calliope built in America arrived here with a circus, drawn by 40 horses, it created a sensation. Its owners boasted it was "a marvel of musical construction, costing more than \$10,000."

**RICKETTS' CIRCUS** was the center of Philadelphia night life following its construction in 1794 at the S.W. corner, 6th and Chestnut streets. Provided with three entrances, brightened with "patented lights" accommodating its patrons with a coffee house, the like of it America had never seen before. But its span was brief; it burned down in 1797 and was never rebuilt.

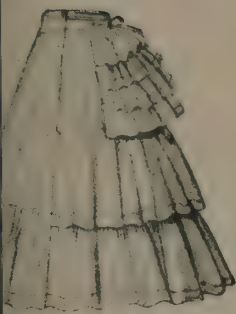


**LITTLE "COLUMBIA"** arrived in this world on the morn' of March 10, 1880, at 23d st. and Ridge av., where a circus had made its winter quarters. Philadelphia claims many "first" but this is probably the most unusual. The tiny pachyderm, the first born in America, stood 30 inches, weighed a mere 213½ pounds. However "Columbia" had to be put to death in 1907 because "she was considered neither safe nor sane", so we had rather bad luck with our elephant.





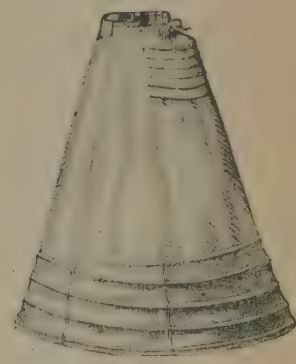
**PETTICOAT 1:** This sturdy little number is to be worn under dresses and "over tops," so the old fashion book informs



**PETTICOAT 2:** A pleated and somewhat delicate undergarment. Beneath a ball gown was its proper place.



**PETTICOAT 3:** Still another style. It saw service over hoops. Two other petticoats underneath it. This grows complicated.



**PETTICOAT 4:** Frankly, we do not know just what you did with this one. Most ladies wore four or five of the things.

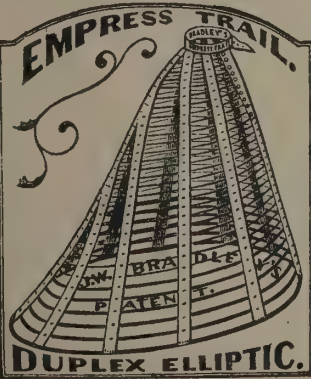


A FASHION BOOK of 1849 portrays these latest styles for ladies and gentlemen. Gown at right, a street dress suitable for shopping, making calls. Center, stylish attire for receiving callers. The gent is wearing two waistcoats, high stock, patent leather shoes.

## Fashions for 1867.

J. W. BRADLEY'S  
**DUPLEX ELLIPTIC**  
(OR DOUBLE)  
**SPRING SKIRTS.**

Will not  
BEND  
or  
BREAK  
like the  
SINGLE  
SPRINGS,  
but will  
RESERVE  
their  
PERFECT  
and  
ELEGANT  
SHAPE,  
where other  
SKIRTS  
are thrown  
aside as  
USELESS!



See the FASHION MAGAZINES and OPINIONS of the PRESS PROCLAIMING the great SUPERIORITY of the DUPLEX ELLIPTIC (or double) SPRING SKIRTS, which have now become the STANDARD SKIRT of the FASHIONABLE WORLD.  
At Wholesale by the exclusive manufacturers and owners of the Patent,  
WESTS, BRADLEY & CARY,  
97 Chambers and 79 & 81 Reade Sts., New York.  
For Sale in all FIRST CLASS STORES in this City and throughout the UNITED STATES and ELSEWHERE.

**OP SKIRT** fashion ad. It was guaranteed not to bend, break. So indestructibly built, no doubt grandmother's may still be found in cellar or attic.



**WHAT'S WRONG** in this picture? Just this! A lady who lifted her skirt, ever so little, and even to cross a muddy street, was frowned upon as unnecessarily exposing the ankle.



**GOWNS** often were given names in century-old fashion books. The wedding dress worn by lady standing was entitled "Purity." It was advertised as an improvement on Paris creations.



# GREAT CENTRAL DEPOT



**CLOTHING ADVERTISEMENT** of a Market St. retailer in the pre-Civil War era suggests the modern cartoon strip. (Those comments of his, supposedly made by the prospective buyers and recorded in the balloons, made interesting reading, too.) In those days long, tight trousers, held in place by a strap under the instep, swallow tail coats and high beaver hats were all the rage. Men took their dress (almost) as seriously as women.



**DONNING BOOTS** was quite a chore mid-19th Century, this old drawing minds. Lower-top type were for indoor wear only. When a gentleman stepped outside he was prepared for the road elements.



**LATEST MODES** for the men folk, circa 1865. In this old fashion plate the proper suits for walking, traveling and business are portrayed. There was a "right" hat to wear for each occasion, though how many men abided by mode's dictates is another question. This was the end of the Civil War period; the men's clothes shown above might be described as the "zoot suits" of Grant's and Robert E. Lee's day.



**EXCITING HAIR-DO** of the 1860's featured a trailing pigtail, very sweet and coy. At the top right is reproduced a copy of Godey's Lady's Book, the magazine that for more than a generation advised discerning women what to wear. This was the first important fashion magazine in America; no well-dressed woman could be without her copy. It was published in Philadelphia, of course, and edited by Mrs. Sarah J. Hale who, incidentally, wrote that famous nursery rhyme, "Mary Had a Little Lamb."



GODEY'S  
LADY'S BOOK  
AND  
MAGAZINE.

EDITED BY  
MRS. SARAH J. HALE  
AND LOUIS A. GODDARD



**READY-MADE DRESSES** were not yet widely popular in 1865, the date of this fashion plate. The simplest gown required many yards of cloth; most ladies' clothing was made at home by wearer or visiting dressmaker. Fastidious parents dressed their daughters like princesses, too.



**SEWING ROOM** in a clothing shop of the 1860's. The industrial age was beginning to get under way. Labor-saving machinery had not yet been introduced; all the stitching was done by hand. Women worked ten to 12 hours for wages averaging five dollars per week.



**HOOP-SKIRT SHOP** in the days when an important element in milady's dress was more like a modern assembly line article. The hoop today seems a fashion extreme. Many at the time protested against its senselessness. Eventually it passed—to be supplanted by the bustle!





**MEASURING DRESS LENGTH** at the 'seamstress' was a serious ritual in the 1870's. Exposing an ankle was positively indecent, my dear, in that multi-petticoated era when a lady had more yard goods wrapped about her figure than a half dozen of her granddaughters sport today. Advertisement, at right, features a corset which produced the wasp waist and wide hips considered so fashionable. Was all this conducive to health? The Victorian docs said, "No!"

I have worn this Corset three days and every bone over the hips is broken.

I have worn the Hip Corset three months and every bone is still

**DR. WARNER'S FLEXIBLE HIP CORSET**

Is warranted not to break over the hips. It gives an elegant Figure, and fits with perfect ease. Price by mail, with Plain Bust, \$1 25; with Tampico Bust (Perfection Corset), \$1 75.

B. V. D. Stamped on Band. None Others Genuine.

ASK YOUR MERCHANTS TO ORDER THEM AT ONCE.

**The B. V. D. SPIRAL Bustle.**

The only Bustle made that will not Break Down.

It imparts a graceful, rounding shape to the figure, in keeping with the Latest Fashions, and is the Lightest, Coolest, and most Durable Bustle made.

Sold in all first-class stores. Inquire for them. Manufactured exclusively by

BRADLEY, VOORHEES, & DAY MFG CO. (Limited), 83 and 85 White St., New York.

**OLD BUSTLE AD** was enlightening. Not only did it claim to do wonderful things for the figure but it suggests an interpretation of those mysterious initials B.V.D. (See bottom of ad.)



**CAUSTIC COMMENTS** on the bustle eventually led to caricatures in periodicals of the day. Attempts were made to shame the women into more sensible dress. Commentators and editors—male ones, of course—pointed out to the weaker sex that they were adding little to personal beauty with such exaggerated styles. After a number of years the ladies abandoned the bustle. Not because of criticism, but because they were ready for something newer.



# BUSTLES HAVE COME TO STAY!

For Women understand that they cannot afford to let them go.

If a woman has too large hips, the Bustle relieves them of their protuberance; if she have no hips at all apparently, the Bustle supplies the lack; if she have too large an abdomen, the Bustle gives her symmetry, if she be too tall and thin, the Bustle helps her, and if she be too short and broad it helps her none the less. Of course there are women so divinely moulded, so exquisitely symmetrical, that they do not need it, and may not wear it; but there is only one in a thousand so perfectly proportioned, and the other nine hundred and ninety-nine will still avail themselves of its usefulness.



**BRAIDED WIRE SKIRT CUSHION.**



**ALWAYS GOOD FOR A LAUGH** on the part of modern smart alics is the bustle. This amazing fashion extreme worn by ladies 70 years ago, has led many of us to smile pityingly at our female ancestors. But there were many "selling points" for the bustle, as the advertisement above explains. It was hailed as the answer to a lady's prayer for "Symmetry" whether she was tall or short, stout or svelte.

As to re  
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**BUSTLED LADIES PREPARE TEA** in the illustration above. Note the large, roomy aprons that were required to envelop a bustle. A modern housewife would find material enough for half a dozen aprons in either one of these.



**TYPICAL STREET SCENE** in the city's downtown shopping area in 1874. It's 5th st. between Market and Chestnut. Horse cars, carriages, ladies with bustles and parasols add interest to the old drawing.



# THE WAVE OF FASHION

**CHESTNUT ST.** shopping scene in the 1870's (at right.) Entire atmosphere seems elegant and gracious. How the ladies—and they really dressed this way—managed in crowded streets, shops and restaurants with their bulky garments is one of those mysteries you'll have to ask your grandparents about.



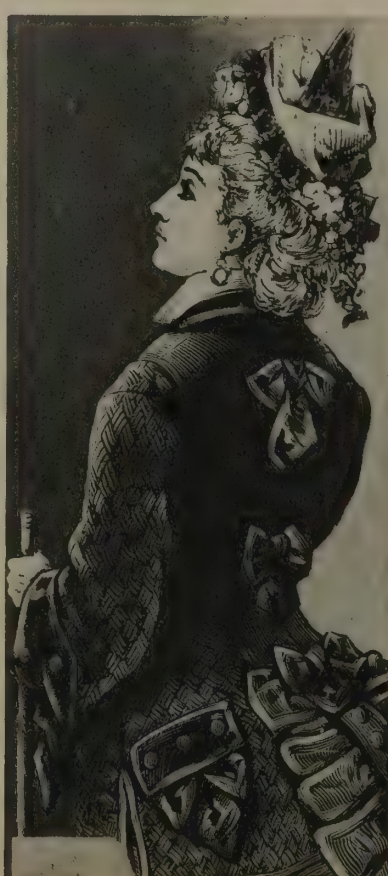
**CARICATURE** of the hairdo in 1860 depicts pitiable condition of women weighted down with their crowning glory. Men have always made fun of women's fashions, but it seldom has done any good.



**FASHIONABLE** lady raises field glasses on Centennial observation tower.



**STRIPED** model with bustle. Another eye-attracting number in 1876.



**VISITOR** at our Fair wore jacket with bows down back and over bustle.



**CALLING CARDS** were always presented by gentlemen when they called in the 1870's. And they carried walking sticks, of course.





**THE BLUE** were these high leather shoes, but the laces were of tan. An 1896 model. Putting on shoes was a 15-minute job.



**GARDEN PARTY DRESS, 1890.** A ground-sweeper, of course, but very alluring. The parasol was an indispensable accessory.



**PINK TAFFETA** tops, side-lacing, sky-blue tassels, patent-leather tips and heels. The year, 1880.



**THE BULLETIN** pictured this elaborate evening gown in its pages in 1897. It featured yards and yards of ruffles. Decollete, tight-waisted, bouffant skirt.



**THIS LADY**, snapped at outdoor charity fete, was a fashion arbiter of her day. Black satin dress, white embroidery.



**STUNNING** street dress of 1897. Effect appears zebra-ish. The Bulletin described it as black serge, white flannel trim.





**RACE MEET** spectators in early 1900's. These distinguished Philadelphia gentlewomen wore high collars, veils, long beads and wide-brimmed hats. Sporting attire has changed considerably.



**HORSE SHOW** attendees, after turn of century. Observe big, decorated hats, dark dresses, one of shiny black satin. Visiting a paddock today these ladies probably would frighten even the horses!



**SHIRT-WAIST** with great sleeves, advertised by a famous mail order house in 1894. It cost just 95 cents.



**SWEET YOUNG THINGS** at their commencement exercises, around 1900. All carried large bunches of American Beauty roses. Coiffures seem monotonously alike.



**WASH-WAIST**, 1894. Worn with gentleman's high collar tie. Price, \$1.15. Describe as latest London craze.



**THE PROMENADE** along Chestnut st. in the year 1893. The right thing for gentlemen was the high silk topper or derby. Distinguished looking lady uses lorgnette as she inspects shop window

for bargains. Women's dresses were so long they trailed the ground and no doubt were of some small aid to the street cleaning bureau.





1911

**HOBBLE AND SLIT SKIRTS** were in vogue about the time of World War I. Display of ankle was permissible by this time and the "chicken inspectors"—today the young set term them "wolves"—were highly appreciative at the turn of events. The silk

stocking had arrived and it had become quite respectable, even fashionable, to use make-up. Feminine pulchritude was on the curvy side; the ladies did not worry too much about their diets as they were to in the years ahead.



**BELL-DRESSED** gals of 1928. The Roaring twenties saw women's skirt styles elevated. Fashion authorities have been lowering and raising them ever since. Dress had become more simplified, variable, comfortable and less expensive.



Boyish figure, flat chest, typified the '20's.



**FLAPPERS** they called themselves in the '20's. Skirts were of knee length; wrap-around coats that the girls held in place with their arms were popular. Hats like helmets. These girls were photographed in 1929 in shore Easter parade.





**THE BIG TENT** of General Welch's Hippodrome is pictured as set up on the site where the Academy of Music is now located. The year was 1853. Welch's circus has claim to modern interest other than the rousing entertainment it supplied many generations ago. Its famous clown and performer was Dan Rice, the original model of "Uncle Sam."



**ACADEMY OF MUSIC** with Horticultural Hall beside it, from an old photo. The opera was first heard in this historic building on February 25, 1857. Since then the greatest artists of every generation have performed here, and gladly, because its interior is an exact copy of La Scala in Milan and its acoustic pre-eminence is famous the world over.



**OPERA NIGHT** in 1876 shows evening-attired ladies and gentlemen of that era gathering in the outer lobby so well known to Philadelphians. Such memories tie the city's present with our cultural past.



**ACADEMY INTERIOR**, limned in a drawing of about 1876. Elaborate were the hairdos and gowns of fair music lovers; their escorts bearded and mustached. Ladies carried fans and bouquets. Much of the hall remains unchanged.





**MUSIC FUND HALL** was our music center before the Academy was erected. Nearly every great artist heard in this country during the middle of the 19th Century appeared here. Old drawing shows it in 1825, shortly after it was taken over by Music Fund Society which aided "decayed musicians."



**IN 1856** the Republican Party came into being in old Music Fund Hall. The building, located on Locust st. near 8th, was remodelled in 1891, remaining the same until today.

## MUSIC IN PHILADELPHIA

**THE PHILADELPHIA ORCHESTRA**  
MR. FRITZ SCHEEL, Conductor  
FIRST CONCERT

Friday, November 16, 1900, at 8:15 P.M.

### Program

- |                            |                                 |     |
|----------------------------|---------------------------------|-----|
| Carl Goldmark .....        | Overture, In Spring, Op. 36     |     |
| Ludwig van Beethoven ..... | Symphony No. 5, C minor, Op. 67 | 2-4 |
| I. Allegro con brio .....  |                                 | 3-8 |
| II. Andante con moto ..... |                                 | 3-4 |
| III. Allegro .....         |                                 | 4-4 |
| IV. Allegro .....          |                                 |     |

Intermission of ten minutes.

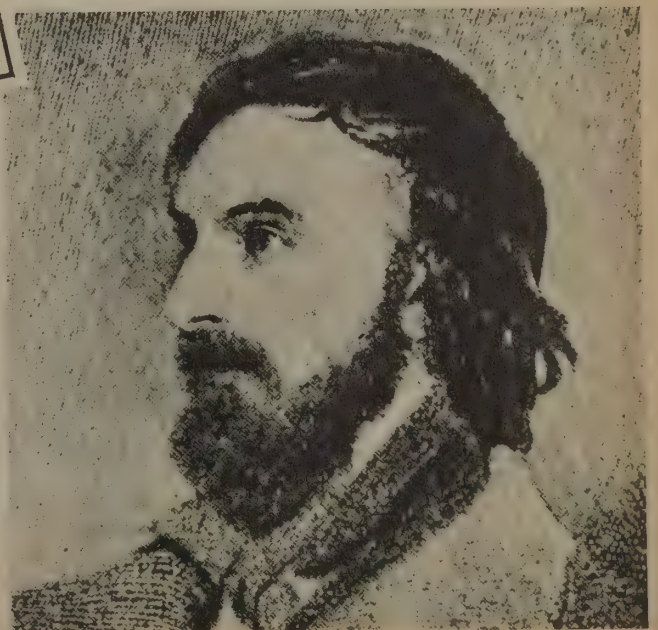
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|---|---|-----|
| Peter Ilich Tschaikowsky .....                | Concerto for pianoforte, No. 1 in B flat minor Op. 23 | 3-4 |
| I. Allegro, non troppo e molto maestoso ..... |   | 6-8 |
| II. Andantino semplice .....                  |   | 3-4 |
| III. Allegro con fuoco .....                  | "Invitation to the Dance," Op. 65                     |     |
| Carl Maria von Weber .....                    | Entry of the Gods into Walhalla                       |     |
| Richard Wagner .....                          |   |     |

Soloist, Mr. Ossip Gabrilowitsch

**PROGRAM** of first concert (at left) given by the Philadelphia Orchestra on November 16, 1900, at the Academy of Music. Organized with a modest foundation the orchestra became one of world's greatest.



**OLDEST AMERICAN PIANO** extant dates from 1789 and is now in the Historical Society of Penna.'s collection. Made by Charles Albrecht, Philadelphia.



**WILLIAM HENRY FRY**, a Philadelphian and composer of first American opera, "Leonora," which was presented at the old Chestnut St. Theater in 1845.



# HOUSES OF WORSHIP

**"CITY OF 1,000 CHURCHES,"** Philadelphia has been called. (Actually we have about 1,200). We come by it naturally for Penn, the founder, and a man of deep religious convictions, encouraged those of other faiths to build houses of worship, dwell in religious freedom. The Church of the Redeemer, a floating structure, was one of the most unusual ever raised here and first of its kind in the country. Built for seamen visiting the city, it was moored for years at Dock st. wharf. Later it moved to Camden to serve a congregation briefly.



**ST. THOMAS P. E. CHURCH,** 5th and Adelphia sts., since torn down. Oldest church congregation organized by Negroes in the United States. Congregation worshipped here 93 years.



**FIRST MEETING HOUSE,** Society of Friends, in Philadelphia, 1684. Located where City Hall stands. Abandoned because it was "too far west."



**OLD ST. JOSEPH'S CHURCH,** 321 Willing's Alley. Tiny chapel shown between the buildings, was first Roman Catholic Church in city.

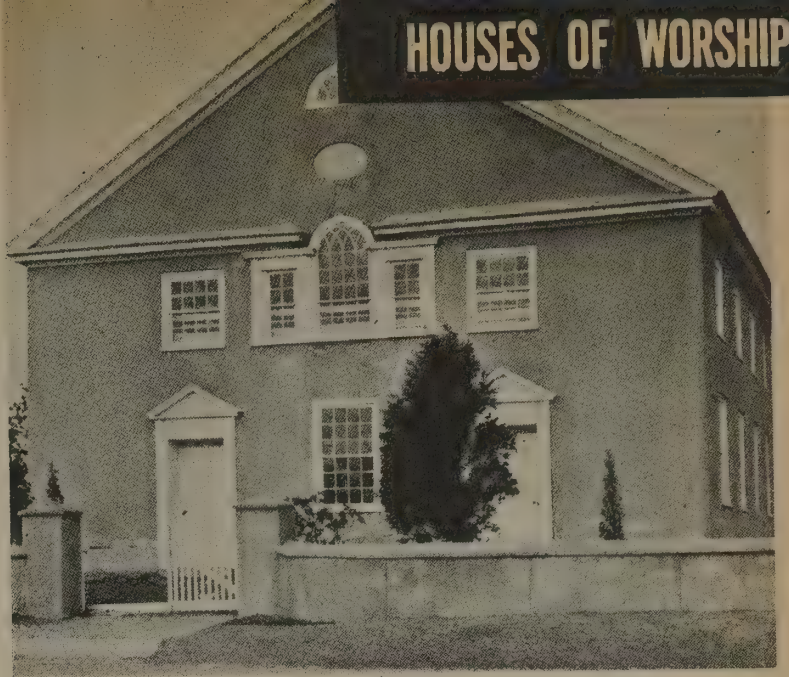


**OLD CHRIST CHURCH,** 2d st. above Market. In this historic landmark, built in 1727, the P. E. Church of America was founded, 1785.





**SYNAGOGUE OF MIKVE ISRAEL** first Jewish congregation in Philadelphia. Building shown, dedicated in 1828, superseded 1782 structure.



**PENNYPACK BAPTIST CHURCH**, Bustleton, place of worship of oldest Baptist congregation in city, founded in 1688. Building erected 1805.



**THE FIRST PRESBYTERIAN** congregation in city raised this church on Washington Square, 1821, to replace their 1783 edifice.



**ST. GEORGE'S METHODIST CHURCH**, 4th st. south of Vine. The oldest church building owned and used by Methodists anywhere in world.



**THE UNITARIANS'** first church in Philadelphia, at 10th and Locust sts. In use, 1813-85. Columns came from old Penn Square water works.

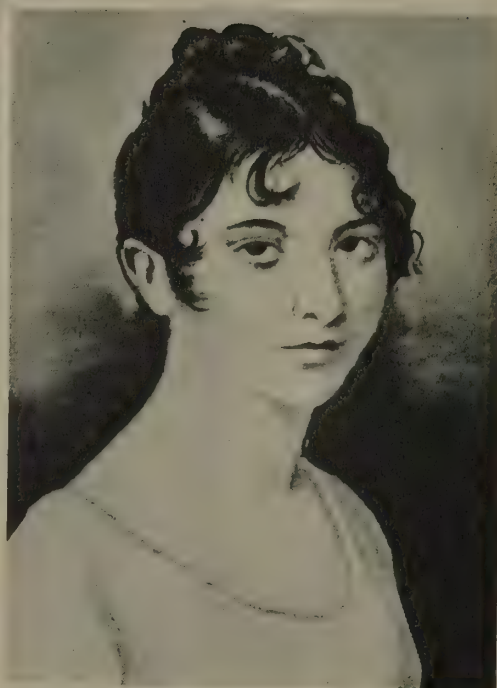


**ST. MICHAEL'S LUTHERAN CHURCH**, the denomination's first here, was on 5th st. above Arch. Largest church in North America when built. Pulled down 1872.





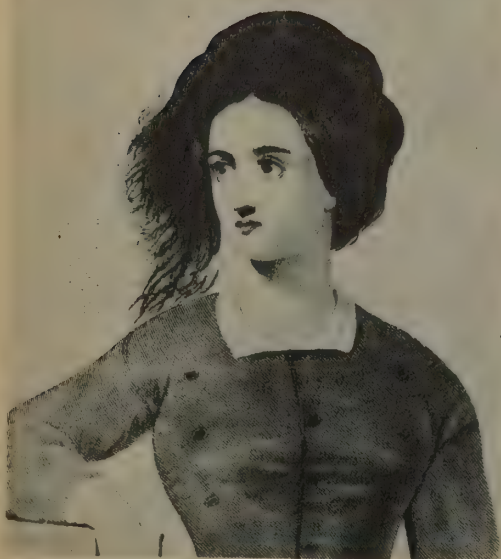
**CHARLES DICKENS**, the great English novelist, visited Philadelphia twice, in 1842 and 1868. His first portrait published in America was the work of a local house and here the first "Pickwick Papers" in book form in this country also was published, 1836.



**REBECCA GRATZ**, was one of Philadelphia's greatest women; her life was spent in public and private charities that still endure. When the story of her beauty and character spread to Scotland, Sir Walter Scott decided to pattern his Rebecca in "Ivanhoe" after her. (Portrait at right.)



**IN THIS HOUSE**, since removed, Edgar Allen Poe edited the old Burton's Magazine. It stood at Dock and Moravian sts. Poe spent six years in Philadelphia and his work saw the first light of print in a local magazine.



**"GRACE GREENWOOD"** was the nom de plume under which Mrs. Sara Jane Lippincott (1823-1903) wrote. She was one of the first American women novelists; her works were widely read.



**"THE QUAKER CITY,"** was the title of a book written by the early Philadelphia novelist, George Lippard (1822-54.) This work's success gave our city its nickname.



**GODEY'S LADY'S BOOK**, the magazine that dictated fashions, was edited by Mrs. Sarah J. Hale in Philadelphia for many years. She retired in 1887 at the age of 89.



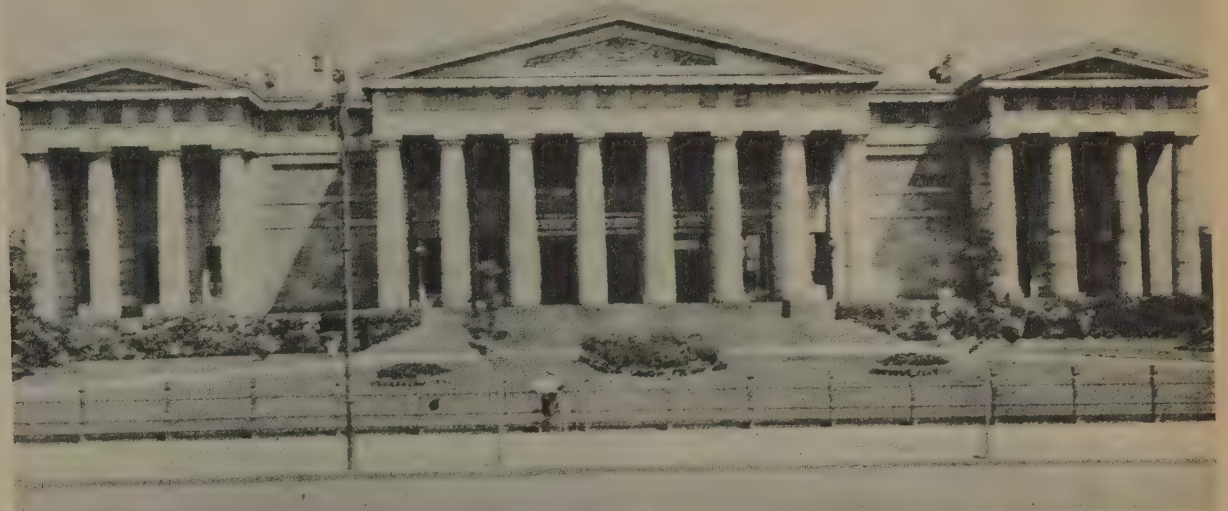


**FIRST PUBLIC LIBRARY** in the United States, the Library Company. Its colonial-type home was built on 5th st. below Chestnut in 1790 and it occupied the site until 1880 when it was removed, its books and treasures becoming part of the collection at the Ridgeway Library. Over the doorway stood a statue of Benjamin Franklin which was presented by William Bingham, the first Senator from Pennsylvania.



#### BOOKS & STATIONARY

*of the best quality and on the most reasonable terms to be sold at the Store of Thos. Liddell in Market between Front & Second Sts. Philadelphia*



**RIDGEWAY LIBRARY**, at Broad and Christian sts. (above), is one of the finest examples of Doric style architecture in the country. For many years it was a branch of the Library Company but in March, 1944, it and its 300,000 volumes became a branch of the municipal Free Library system. Ridgeway was the maiden name of Dr. James Rush's wife. Executors of his estate erected the building after his death in 1869.

**FIRST PORTRAIT** of William Shakespeare in America. It was printed in Philadelphia in 1787.

**MAIN LIBRARY** on the Parkway has a capacity of 1,500,000 books, cost \$6,500,000 to build and was formally opened on June 2, 1927. The fourth largest library building in the world.







**BLOCKLEY ALMHOUSE**, now a part of the Philadelphia General Hospital, could be seen on its site beyond the west bank of the Schuylkill in 1838, without concealment by other structures as is the case today. One of Philadelphia's earliest institutions for the care of the poor and insane, its first inmates were admitted in 1834.

**FRIENDS' ALMHOUSE**, where aged Quakers passed their final years in this pleasant setting (at right) was situated west of 3d on Walnut sts. The structures were modeled after the type existing in England. They were built in 1729 and the last one was not demolished until 1876.

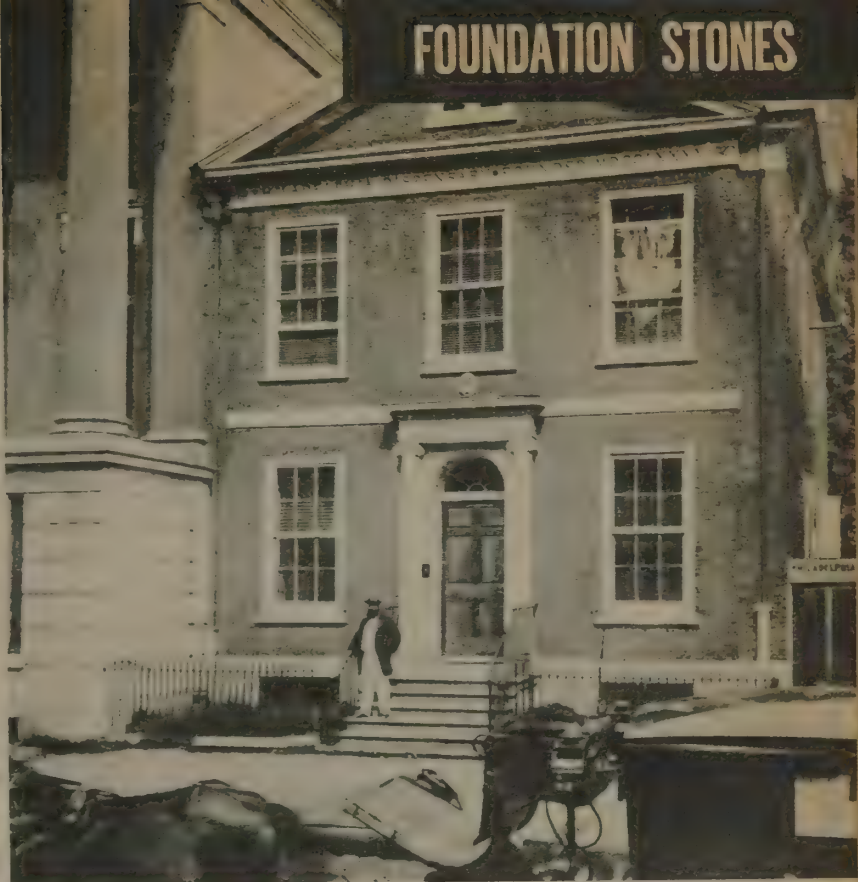


**MERCHANTS' EXCHANGE**, the center of early city trade, stands at Walnut, Dock and 3d sts. where it was built in 1834. Constructed of Pennsylvania marble, its front embellished with a Corinthian-columned portico, it remains one of the city's interesting architectural landmarks. It is no longer an exchange, however, being occupied by tenants of various businesses.





**OLD FRANKLIN INSTITUTE** when it was located on 7th st. below Market. This building, constructed in 1825, is now the home of the A. Atwater Kent Museum. The Institute is one of the oldest institutions in America devoted to the study of mechanical arts. It served a vital educational need before the first high school was opened here in 1832. Technical classes continued until 1923.



**PHILADELPHIA DISPENSARY.** Erected in 1801, here the poor of the city received medical aid for many decades. The Dispensary actually had been organized in 1786 and was perhaps the first of its kind in the country. It was also the first to print a public advertisement promoting inoculation against smallpox. The Dispensary was not dissolved until 1925.



**FRIENDS ASYLUM** for the Insane was raised in 1817 on a spot then described as "Adams st. west of Frankford Village." It still stands and continues its work on the same site, which is now well within city limits.

**PENNSYLVANIA INSTITUTE** for the Deaf and dumb was founded in 1820 through the efforts of D. G. Seixas. It moved from its earlier location at 11th and Market sts. into the imposing structure at Broad and Pine sts. (at right) where it remained until the 1890's when it relocated in Mt. Airy. In 1893 The Museum School of Industrial Art took over this structure which it occupies today.





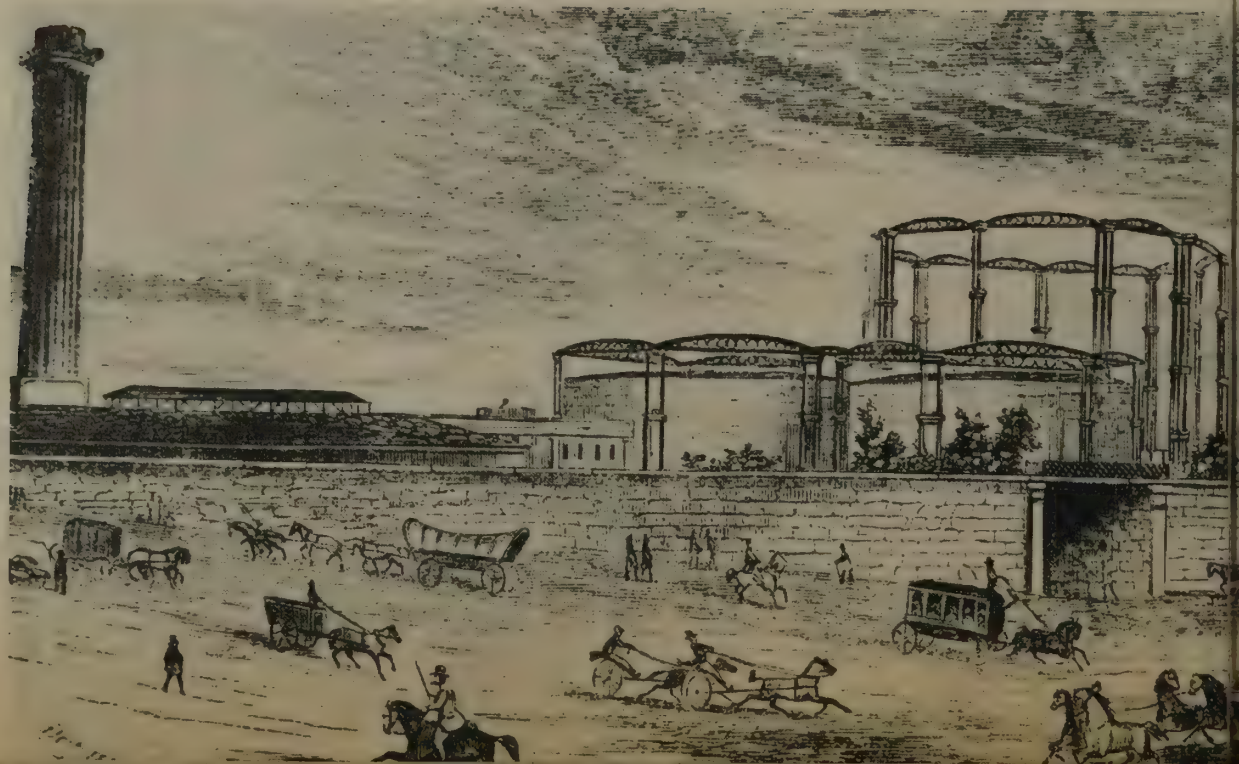


**PENNSYLVANIA HOSPITAL** is one of oldest in the Nation. It began in a building on Market st. west of 5th in 1752 but years later was granted a plot at 8th Pine sts. where it began raising buildings. Benjamin Franklin wrote an account of early work. During the British occupation of the city (1777-78) a number of sick wounded Redcoats were treated there.

**U. S. CUSTOM HOUSE**, the first in Philadelphia, located on 2d st. below Dock (at right.) In 1845 it moved into quarters formerly occupied by the Second Bank of the United States which had been "extinguished" by President Jackson in 1836 after a bitter national controversy. This classical structure was on Chestnut st., between 4th and 5th.



**FIRST CITY GAS WORKS**, at 23d and Market sts. Old sketch (at right) was made about 1838. Local citizens were not too anxious to try this new utility product. In the beginning, there were only 19 applications for service to private homes and 46 business subscribers. Last year there were nearly a half million meters in active service in Philadelphia and the city consumed almost 27 million cubic feet in the 12-month period.







**PHILADELPHIA ACADEMY OF THE FINE ARTS** as it appeared in its former home on the north side of Chestnut st. between 9th and 10th. Founded in 1805 at a meeting in Independence Hall, it is the oldest art institution in the United States and is world renowned. Many outstanding American artists received their training here. The Academy is now situated at Broad and Cherry sts.



**PHILADELPHIA CONTRIBUTIONSHIP** is the oldest fire insurance company in America. It was founded in 1752. The offices, shown above, are on the west side of 4th st., below Walnut.



**OLD POWDER MILL** shown above, belonged to Commodore Stephen Decatur, the early American naval hero. Located along a stream and on Powder Mill lane in Comlyville, now part of Frankford, it was used

not only for making explosives but, later, for grinding grain and at the time this drawing was made (1830) had become a calico print factory.





**UNIV. OF PENNA.** traces its beginnings to the Charity School, organized in 1740. Its building (left) was located at the S. corner of 4th and Arch. Through the efforts of Benjamin Franklin this became a more ambitious institution and by 1755 was chartered to confer degrees. A decade later, when the first Medical School in the country became a part of it, the young college was designated as a university — first in America.



**WHAT WAS INTENDED** to be an early "White House" became the University's next home, 1802. This was the Presidential Mansion, on 9th st. below Market, built for—but never used by—the Chief Executive when Philadelphia was the Nation's capital.



**THE MANSION** was demolished in 1829 and a more academic-looking hall constructed on the same site for the expanding University. It is interesting to muse that the small trees in older picture had grown to lend campus atmosphere, in picture above.

**BEFORE LEAVING** the old 9th st. location, Penn had added another building to form the pair portrayed at right. But even this space was not sufficient and the University moved to its present West Philadelphia area in 1872. The modern Federal Building (at right, top) now rises on the old site. Pennsylvania today comprises 166 buildings, spreads over 120 acres.







**CENTRAL HIGH SCHOOL** has occupied four sites. The first was opened for students in October, 1838, after Stephen Girard's bequest of \$10,000 was instrumental in the founding. Eighty-nine boys were admitted that initial year to the first public high school in the city. The building, located on Juniper st. below Market, was sold in 1845 to the Pennsylvania Railroad which built a freight station there.



**THE SECOND HOME** of Central High arose on the east side of Broad st. at Green in 1853 and housed the school for nearly half a century. Central is the only public high school in the country empowered to confer degrees.



**CENTRAL THE 3RD**, was dedicated in the presence of President Theodore Roosevelt on November 22, 1902. Located on the west side of Broad at Green, it was hailed as the most magnificent public school building in the United States.



**MODERN CENTRAL** stands at Ogontz and Olney avs., carrying on its illustrious task in secondary education. A list of Philadelphians graduated from this school through the years would fill a bulky tome. Benjamin Franklin High School is now located in the old Broad st. structure. The city now has 16 public high schools.





**ROMAN CATHOLIC HIGH SCHOOL**, Broad and Vine sts., was the first free parochial high school in the country. Endowed in 1878 by a bequest from Thomas E. Cahill, the building was erected in 1890. This school, with its high scholastic standards, has turned out more than its quota of outstanding citizens. At present there are 12 Catholic High schools in the city.



**FIRST SCHOOL BOOK** printed in the United States, written by Francis Dani Pastorius, of Germantown is picture above. Observe the old hand-printed cover.



**FIRST PUBLIC SCHOOL** in Philadelphia (at left) was built in 1818. This grand daddy of the public school system stood on the north side of Race st., east of Daries and was called the Model School. New honors came to it in 1848 when it was made a girls' high (or normal) school, the first public institution for secondary education of females in the city. A new building (upper left) was raised for the high schooling of girls in 1853, on Sergeant st. between 9th and 10th. This served until 1876 when another structure was built at 17th and Spring Garden sts.

## A New Primer OR Methodical Directions

To attain the  
True Spelling, Reading & Writing of  
ENGLISH.

Whereunto are added, somethings Necessary  
& Useful both for the Youth of this Province,  
and likewise for those, who from foreign  
Countries and Nations come to settle  
amongst us.

By F. D. P.

*All Blessings Come Down Even From God; His  
Infinite Kindness Love & Mercy, Now, of Old  
& Perpetually, Quickenseth Refresheth and  
Strengtheneth True Upright Willing Christians &  
Young Zealots.*

*Examples prevail above Precepts.*

Printed by William Bradford in New-York, and  
Sold by the Author in Pennsylvania.





**FIRST PAROCHIAL SCHOOL** in the city probably was on the grounds of St. Joseph's Roman Catholic Church, founded in 1731 in Willings Alley. In the old print of St. Joseph's (above) it is thought that the building

at left was the school, established along with the first Catholic church here, although no definite historical note is said to confirm this.

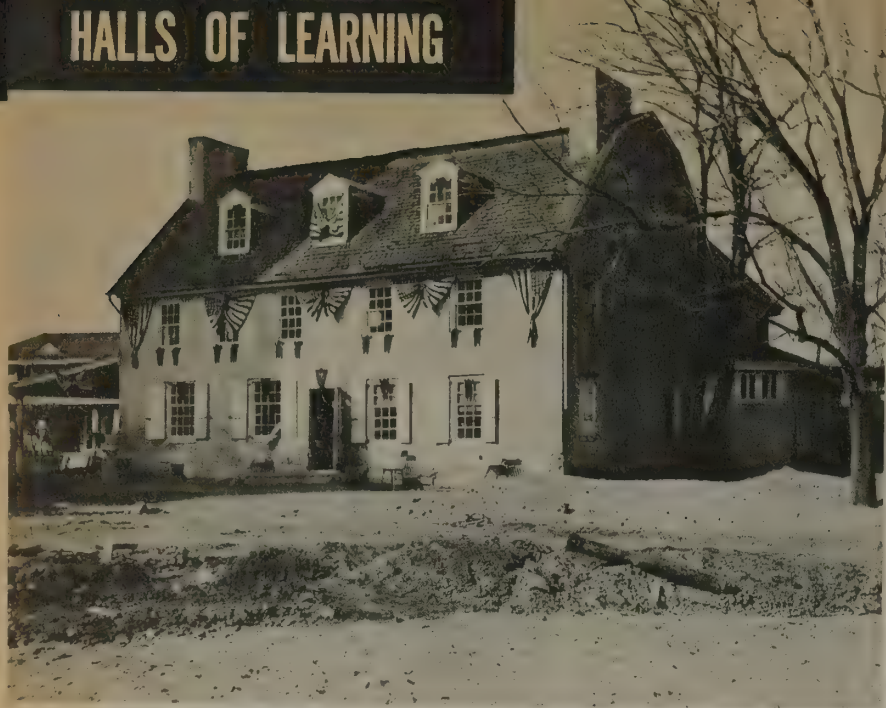


**WILLIAM PENN CHARTER** School was founded in 1689. The buildings (at left) were erected about 1744 on 4th st. below Chestnut. Penn Charter is still a flourishing private school of the first order, now occupying a handsome structure, built in 1925, on West School Lane, Germantown.

**GERMANTOWN ACADEMY** dates from 1760. Except for its brief closing during the Revolutionary War, this renowned private school has held classes continuously since its founding.







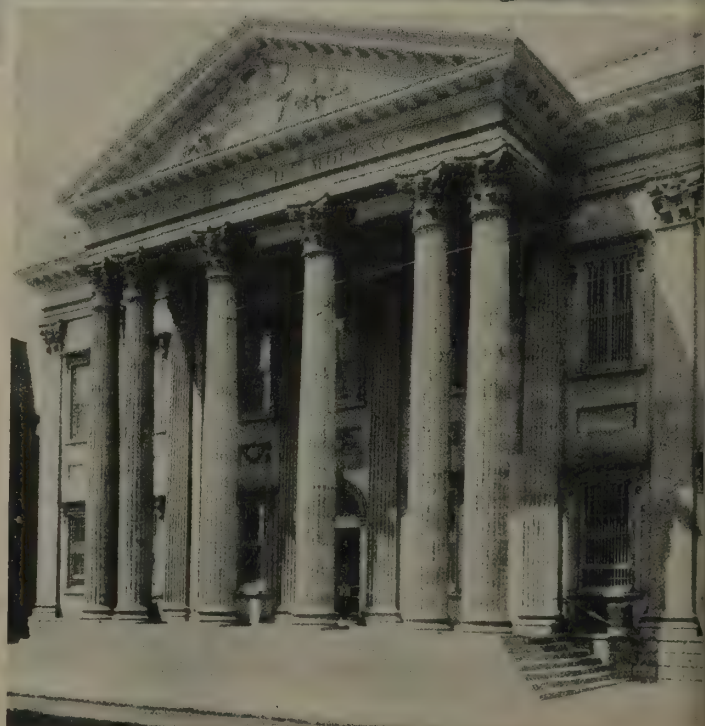
**FRANKFORD HIGH** school students and alumni will be interested in the venerable building, at left, which was the ancestor of their modern alma mater at Oxford av. and Wakeling st.



**GIRARD COLLEGE**, as an old print portrayed it in 1862. It shows a number of buildings, including the multi-columned tomb of the founder in the center. This unique college, founded by Stephen Girard in 1831, remains one of the greatest philanthropic endeavors in our land.



**FIRST CLIPPER SHIP** of Stephen Girard was the "Rousseau," (boat nearer wharf.) It was built in 1801, plied the East India trade and helped bring the merchant the immense fortune which he left to found his college. Photo was taken at New Bedford in 1893.



**WHEN GIRARD DIED**, in 1831, he was America's richest man. His handsome office building (above) purchased around 1811 formerly had been the first Bank of the United States. (The Bulletin was founded next door to this bank in 1847.)



# CUMMINGS' Evening TELEGRAPHIC Bulletin.

BY ALEXANDER CUMMINGS.

VOL. I.—NO. 1.

EVENING BULLETIN.

FROM EUROPE.  
ONE WEEK LATER.  
HIGHLY IMPORTANT COMMERCIAL  
INTELLIGENCE.

the arrival of the ship Washington lying  
on, in the short passage of 10 days  
ol, we have dates in

consecutive days no less than 10 vessels arrived  
in that harbor laden with grain. The markets  
are well supplied with Indian corn, which has  
generally declined in price, as well as other  
kinds of breadstuffs.  
All accounts agree that the distress in Ireland,  
and suffering of the population are unlimited  
and surpass all that the imagination can conceive.  
And it is said that the distress in Ireland

OUR WHOLE COUNTRY.  
PHILADELPHIA, MONDAY, APRIL 12, 1847.

46 & THIRD ST. PHIL.

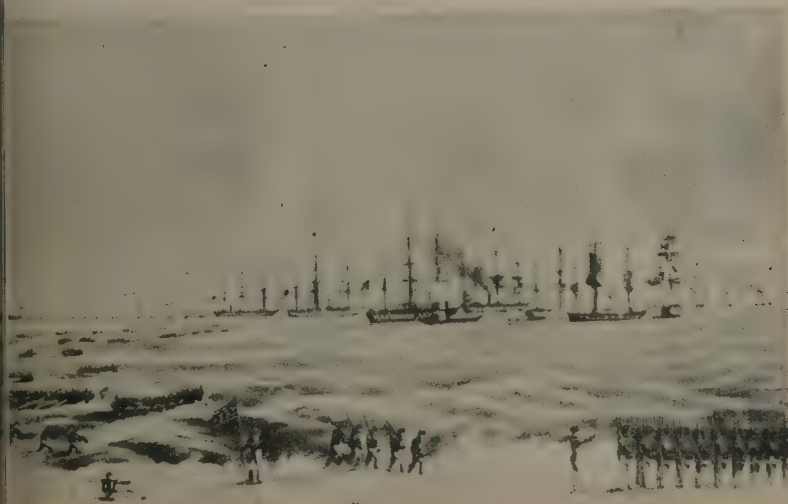
PRICE 1



**HIGHLY IMPORTANT FROM MEXICO.**  
**FALL OF VERA CRUZ AND THE CASTLE.**  
From the Washington Union.  
**Glorious Achievement.**  
Victory follows victory in rapid succession. It was a settled maxim that we could never cease this war with honor until we had taken the castle of San Juan de Ulloa. Thanks be to our distinguished

**FALL OF VERA CRUZ** was one of the big moments in our War with Mexico. American troops took this stronghold on April 11, 1847. Copies of the first Evening Bulletin, which began publication on the following day, carried the telegraphed news of this great event. It was the first foreign news announcement printed in The Bulletin and citizens who bought those "first editions" from the shouting newspaper boys went wild with joy. Bombardment of Vera Cruz (above) after an old drawing.

**FIRST COPY** of The Bulletin with an enlargement of Vera Cruz despatch (above). Originally this newspaper was called Cummings' Telegraphic Evening Bulletin. It was born when Alexander Cummings, who later founded the old New York World, bought two papers in this city and merged them into a model newspaper. The Bulletin was one of the first newspapers in America to utilize the newly invented telegraph for the transmission of news.



**EARLY BEACHHEAD LANDING** by American forces. It took place near Vera Cruz in the War with Mexico. A huge Naval force, much of it built and equipped at the Philadelphia Navy Yard, landed our troops.

**TROOP TRANSPORTS**, such as the one pictured above in old drawing, carried thousands of our soldiers to the Mexican war zone. This twin-screw steamship was the McKim, built in Philadelphia in 1844.



**REMEMBER LAWRENCE!!!**



**WANTED**

FOR THE

**U. S. NAVY,  
SEAMEN,  
ORDINARY SEAMEN,  
AND GREEN HANDS,**

For seagoing Ship Pennsylvania and all  
others, such as 74's, frigates and Sloops  
of war.

**Good Wages**

FOR

**GOOD MEN.**

APPLY TO

**JOHN C. RIGHTER,**

Shipping Master of the U. S. Navy, No. 162 South Front Street.

**ENLISTMENT POSTER** for the Union Navy during Civil War. Maintaining the blockade of the Confederacy's coast was the important role of our sea arm during the conflict and it was no slight task that day of sloops, frigates and other sailing vessels.



**"NEW IRONSIDES."** (above) first armored battleship of the U. S. Navy, was built at Cramp's shipyard in Kensington in 1862. It used both steam and sail and fought in more than 20 engagements before fire destroyed it at the Navy Yard here in 1866.



**THE CONFEDERATES** were first, in any recorded instance, to use a submarine in warfare. The "Propeller" was captured in the Delaware River where it lurked to prey on Union shipping out of this port. Old drawing (above) shows local citizens gathered to marvel. At left, the U. S. S. Tuscarora built at our Navy Yard in 58 days, 1861, to set the building record at the time.





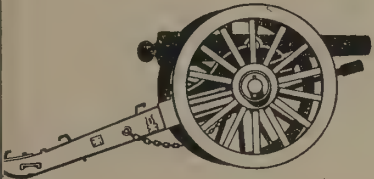
Old Navy Yard 1864  
Frank H. Taylor.

## The Working Men's Savings Bank!

THE BEAT of drums, Philadelphia's  
Zouaves Regiment pass-  
by Independence Hall in 1861.  
outfit fought in some of the  
most battles of the Civil War. At  
last, a loan poster of Civil War  
era. That "7-30" referred to 7 per  
cent interest on 30-year bonds.



**OLD NAVY YARD** on the Delaware  
near Wharton st. was a beehive of  
activity during the Rebellion. At the  
height of the conflict it was employ-  
ing 3,000 men to turn out battleships  
for the Union. This was considered  
a host of employees but today one of  
our huge battleships would require  
the work of as many men.



## NIGHT OFFICES FOR SUBSCRIBING to the 7-30 LOAN

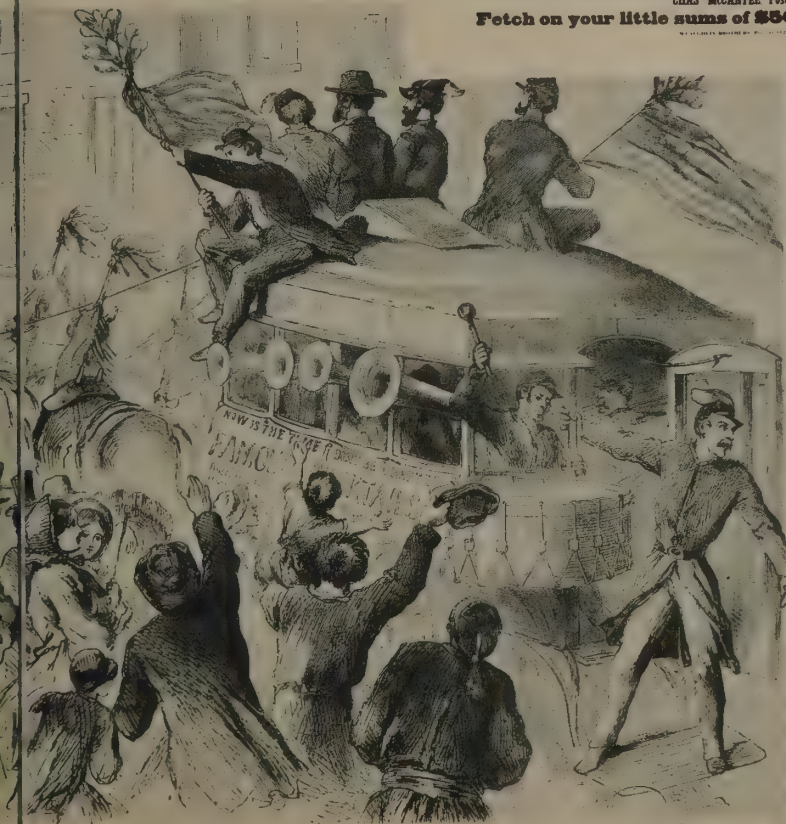
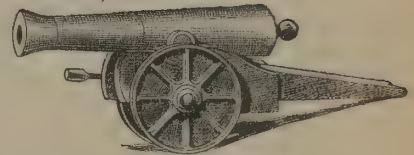
Where Working Men and Women who haven't time by Day, can go in the EVENING, and invest  
their earnings, where they will be forever safe—where Cities, Counties and States can't tax them  
—and where they will draw the BIGGEST INTEREST!

LOT BETTS, 1331 Avenue B, Yorkville.  
JO POE, corner Sixth Avenue and Forty-ninth Street  
C. C. PARSONS, JR. 60 Bleecker Street.  
FRANK SEEGOR, 104 Avenue C.  
JAMES R. YOUNG, 765 Broadway.  
CRANE & FASSIT, corner Broadway and Canal Sts.  
BOWEN & BUTTRICK, cor. Fulton & Clinton st. Brooklyn.

WARD & BOCKHAVEN, 313 Broad Street Newark.  
EDM STEPHENSON, 338 Third Avenue at 5th National Bank  
SECOND NATIONAL BANK, Jersey City.  
W HARLAN PAGE No 1 Court Street cor Montague Brooklyn  
JOHN SEELEY, 733 Broadway.  
S W WOOLSEY 136 Grand Street Williamsburg.  
HENRY OLTMANS, 100 Graham Street, Williamsburg.

CHAS McCARTER Post Office Greenpoint L I

Fetch on your little sums of \$50 & \$100. MAKE THE U. S. GOVERNMENT YOUR SAVINGS BANK



JOINING SOLDIERS for the famous Pennsylvania Bucktail Regiment  
Philadelphia, 1862. This fighting unit suffered so heavily that special  
recruiting methods were resorted to for replacements. Our city was  
to supply its full quota of men and material in this as in other  
at

**PHILADELPHIA NEGROES** may boast that the first Officers' Candidate  
School in the Nation's history was established at 1210 Chestnut st.  
during Civil War. Applicants enlisted for training to command other  
Negro soldiers. First Negro company in Union army was mustered  
in here, June, 1863.

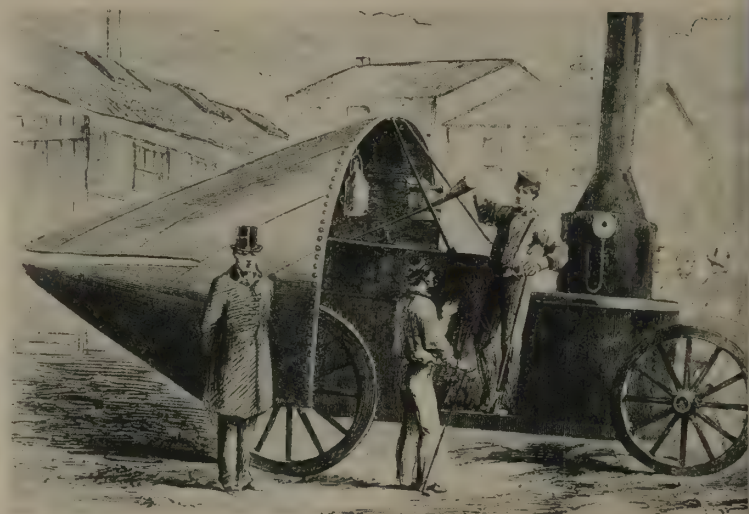




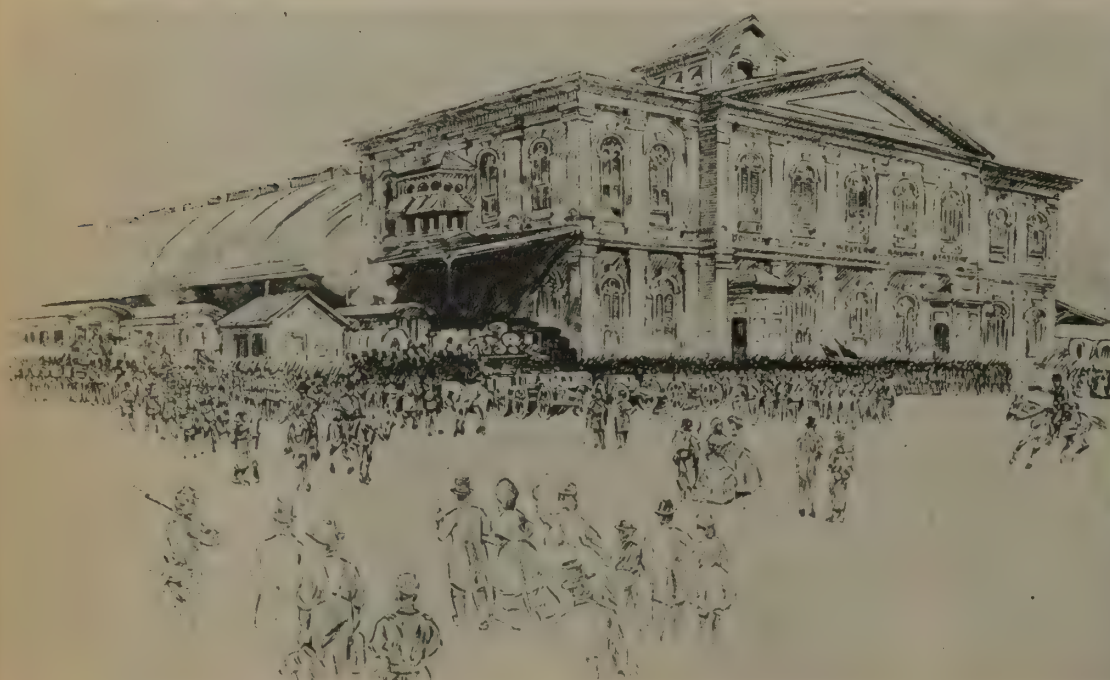
**WOMEN FILLED CARTRIDGES** at U. S. Arsenal in Philadelphia during the Civil War. The hours were long and the labor tedious, for all of it was manual. Machines to work cartridges arrived two decades later. But no sacrifice was considered too great for the Union cause.



**DURING THIS WAR** Baldwin Locomotive Works produced the first American armored train. Note the rifle holes in side. It saw effective service guarding men who repaired bridges between Havre de Grace and Baltimore.



**INTERESTING SIDELIGHT** of War was Winan's steam battery, Army's first self-propelled artillery piece. A muzzle-loading cannon fired through iron, conical snout. Steam engine provided locomotion. It was soon scrapped.



**THROUGH THIS RAILROAD STATION** at Broad st. and Washington av., on the old Philadelphia, Wilmington and Baltimore line, passed most of the Union soldiers heading south to meet the enemy in the Civil War. It still stands. In a huge canteen, similar to the U.S.O. in past war, local citizens fed and entertained many thousands of our troops.



**AT CAMP GALLAGHER**, Falls of Schuylkill, soldiers trained for the cavalry during the War. Old drawing shows site on visitor's day, 1861. Many of the trainees were Philadelphians. Cavalry service in that day attracted young men as the air force did in World War II.





**THOSE WERE DARK DAYS** for Philadelphia, in the summer of '63, when General Robert E. Lee invaded Pennsylvania with his rebel-yelling cohorts. Local citizens made ready to defend the city. Volunteers threw up crude fortifications along avenues of approach in West Philadelphia; gas company workers built an earthen stronghold at School lane and Ridge av. Old drawing (at left) portrays similar feverish activity by Harrisburg citizens. But Lee was defeated at Gettysburg and the peril subsided.

**MARTIAL LAW** virtually was proclaimed in the city early in the war. Unlimited security powers were placed in the hands of the police and Home Guard, as can be noted in the old poster (at right.) It was known that a number of spies and saboteurs were busy in the city during the conflict.

# DEFENCE OF THE CITY OF PHILADELPHIA



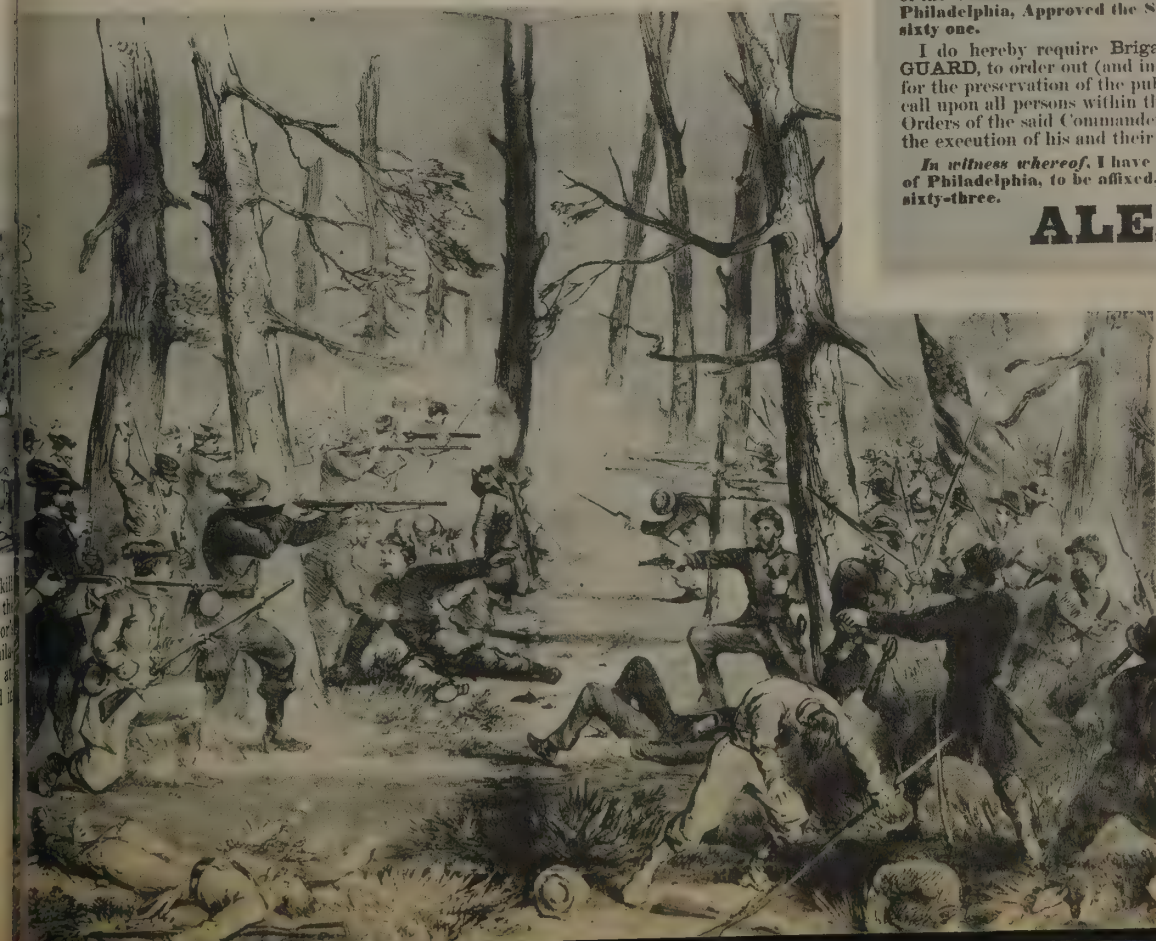
Office of the Mayor of the City of Philadelphia.

**BY VIRTUE OF THE AUTHORITY** vested in me, by the Act of the General Assembly of the Commonwealth of Pennsylvania, entitled, "An Act relating to the Home Guard of the City of Philadelphia, Approved the Sixteenth day of May Anno Domini one thousand eight hundred and sixty one.

I do hereby require Brigadier-General A. J. PLEASANTON, Commander of the HOME GUARD, to order out (and into the service of the City of Philadelphia,) THE WHOLE OF THE SAID GUARD for the preservation of the public peace AND THE DEFENCE OF THE CITY. And I hereby call upon all persons within the limits of the said City, to yield a PROMPT AND READY OBEDIENCE to the Orders of the said Commander of the HOME GUARD, and of those acting under his authority in the execution of his and their said duties.

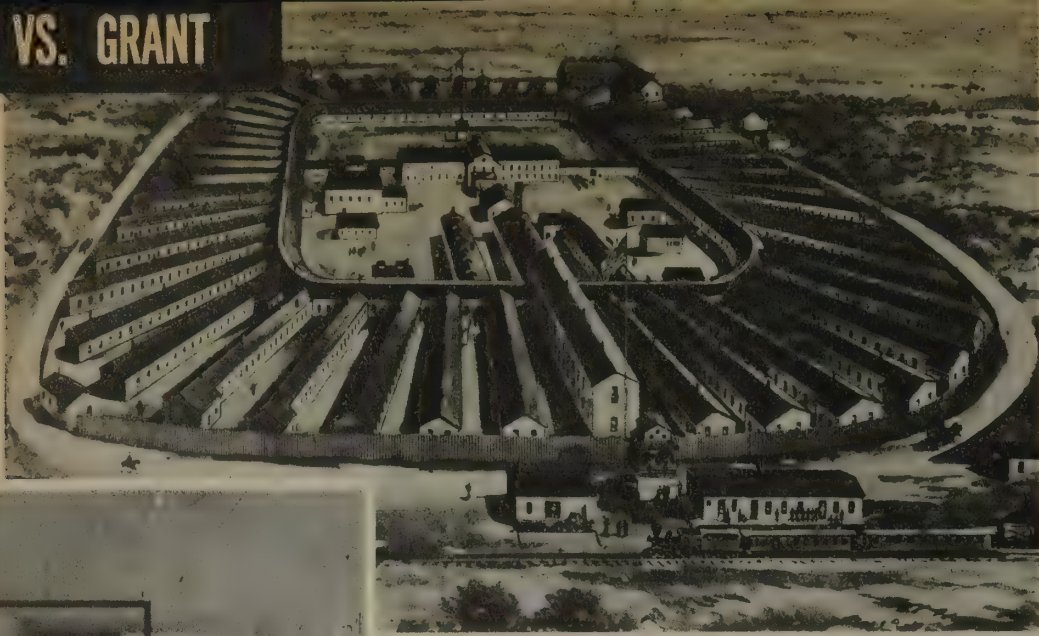
In witness whereof, I have hereunto set my hand and caused the Corporate Seal of the City of Philadelphia, to be affixed, this sixteenth day of June, A. D., one thousand eight hundred and sixty-three.

**ALEXANDER HENRY,**  
Mayor of Philadelphia.



**ACTION SCENE** shows Pennsylvania's own Bucktail Division engaging the enemy. Numerous Philadelphians served in this noted outfit which suffered heavy casualties. Many of these old drawings that have come down to us were executed by artists who witnessed the battle on the spot.





**HOSPITAL INTERIOR** of Civil War era. Nurses did not yet wear white but were the same heroines as at present.

**THIRTEEN HOSPITALS** in Philadelphia were devoted to care of Civil War wounded by April, 1864. Casualties were brought here by trainloads after bloody Gettysburg. Drawing (above) shows the big, 4,000-bed Mower U. S. General Hospital, located in Chestnut Hill at Abington and Springfield avs., opposite Wyndmoor Station. From all over the Union, relatives jammed into the city to visit the war injured. Local women performed unstintingly as hospital aids.



**ARCH STREET IN MOURNING** after the assassination of President Lincoln. Black crape along with the national colors covered the entire city during one of the most tragic moments in our history. The beloved President's body was brought here by special train (see photograph in rail-

road section of this book) and placed on one-day view in Independence Hall. More than 85,000 sorrowing Philadelphians passed by the bier. At top, newspaper clipping from The Bulletin of April 16, 1865, recounting news of the assassination of the previous day.

## A TERRIBLE CALAMITY A NATION PLUNGED IN GRIEF ASSASSINATION OF PRESIDENT LINCOLN.

Attempted Murder of William H. Seward, Secretary of State.

**Official Gazette.**  
**WASHINGTON, April 15—1.30 A. M.**—To evening, about 9.30, at Ford's Theatre, the President, while sitting in his private box with Mrs. Lincoln, Miss Harris and Major Rathbun, was shot by an assassin, who suddenly entered the box and approached behind the President.  
The assassin then leaped upon the stage, brandishing a large dagger or knife, and made his escape in the rear of the theatre. The pistol ball entered the back of the President's head, and penetrated nearly through the head. The wound is mortal. The President has been insensible ever since it was inflicted, and is now dying.  
About the same hour an assassin, whether the same or another, entered Mr. Seward's house, and, under pretence of having a prescription was shown to the Secretary's sick chamber. The Secretary was in bed, a nurse and Miss Seward with him.  
The assassin immediately rushed to the bed, inflicted one or two stabs on the throat and two on the face. His hand was caught.



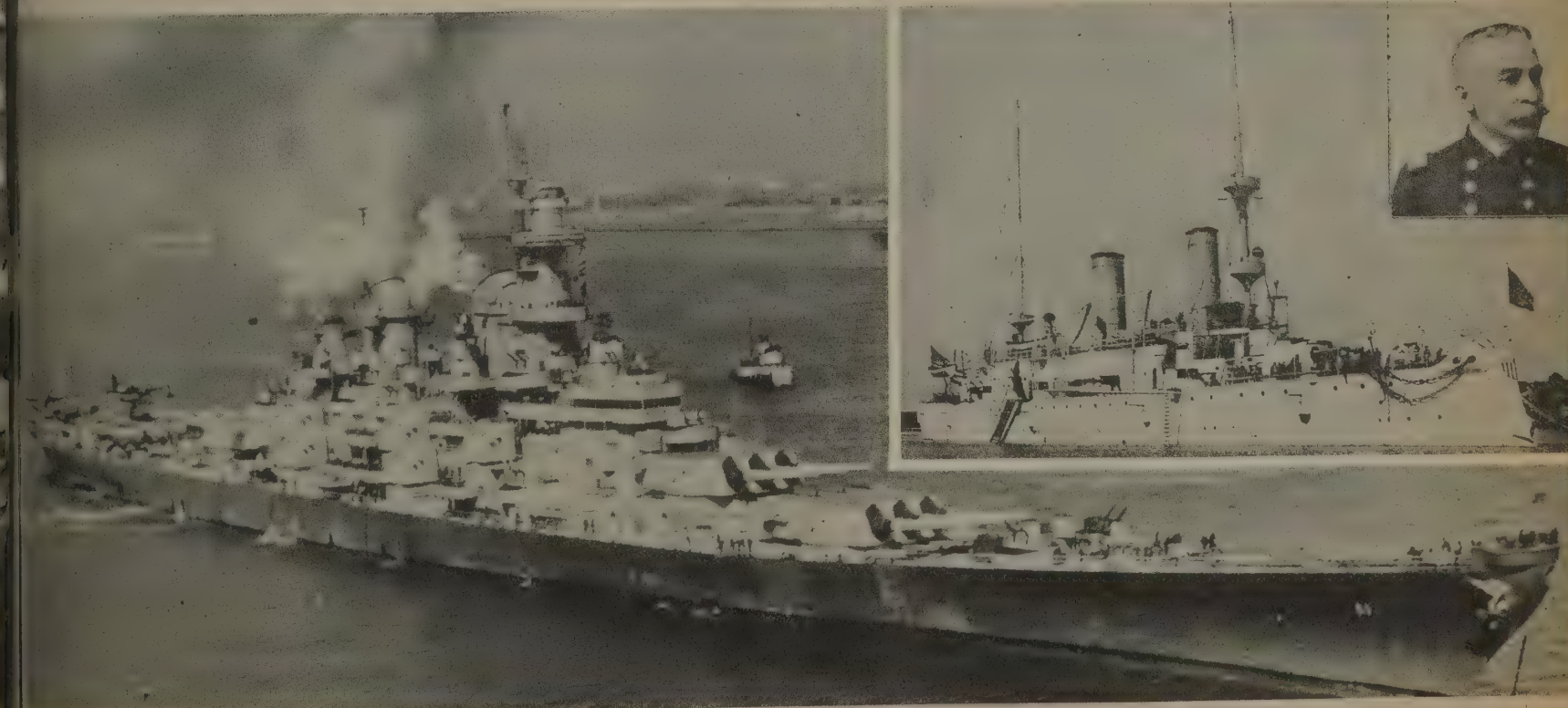


**FIRST HOSPITAL TRAIN** to leave from Philadelphia in the Spanish-American War (above). At one stage in the conflict our city hospitals were caring for more than 1,000 wounded.

POSTERS such as the above summoned men to the colors in the war with Spain. The enterprising Marine Corps had already established its illustrious tradition.



**PEACE JUBILEE:** At the end of the war, Philadelphia observed the occasion in a colossal two-day celebration, October, 1898. The entire city was decorated as never before. Photo (above) shows dress-derbied city police in the victory parade.



**ADMIRAL DEWEY'S FLAGSHIP**, the valiant Olympia, is shown above at right, with its intrepid commander in upper corner. Superimposed at its side, in exact proportions, is the U. S. S. Missouri, the "Mighty Mo,"

latest word in our Navy's sea power. In this interesting comparison, the Olympia, long docked at the Philadelphia Navy Yard, is 344 feet long; the Missouri, 880 feet.



"HOCH DER KAISER"

# FIGHT

OR  
BUY BONDS

THIRD  
LIBERTY LOAN

POSTER of World War I, an inspiring pictorialization of the spirit of our people and fighting men.



CHECKING THEIR DRAFT NUMBERS in World War I. Many of these straw-hatted doughboys-to-be were on the battlefields of France soon after picture was taken. The Bulletin in 1917 was instrumental in setting mechanism to dispense draft information in Philadelphia through an office maintained in City Hall.



DRAFTED MEN of World War I, checking in and receiving their gear at an induction center. Thousands of veterans of the former war will remember this scene—and their sons will know just how they felt!

28TH DIVISION comes home, May, 1919. Thousands of Philadelphians stood on the New York dock this day to welcome this batch of returning heroes who fought with a renowned outfit that made Army tradition.



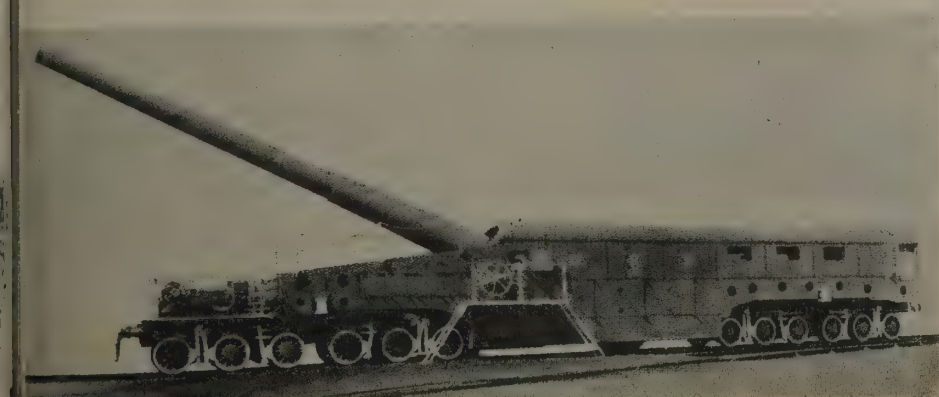




**CTORY PARADE:** Men of the 28th Division — Pennsylvania's own — marched down the Parkway in May, 1919, as practically the entire city turned out to give them tumultuous acclaim. It remains one of the greatest parades in the city's annals.



**BOYS OF SOUTH PHILA.** pose for a photograph before entraining for the induction center. Sign tells what they intended to do to Kaiser Bill. Their sons promised to deal likewise with Hitler—and they did.



**GIANT RAILROAD GUN** made in Philadelphia during War I. In both conflicts this city's production output was a vital factor in putting arms into the hands of America's fighting men.



**OVER THE TOP** in World War I's trench warfare, an action shot from old files of The Bulletin. This was the zero hour that fighting men prayed and prepared themselves for.



**TYPICAL SOLDIERS** of First World War. Photo shows old-style equipment. Those wrap-around leggings were dispensed with in recent war for canvas leggings and high combat boots.



**THAT LIBERTY SHALL NOT  
PERISH FROM THE EARTH  
BUY LIBERTY BONDS  
FOURTH LIBERTY LOAN**

**LIBERTY LOAN** poster of 30 years ago. Stickers, signs, lapel buttons, rallies and speeches by ardent campaign workers accompanied all these war bond drives and helped raise staggering sums.





**WORLD WAR II:** In the shadow of Independence Hall where our democracy was founded, Philadelphia youths are sworn in as Navy recruits. Over them looms, fittingly, the statue of Commodore Barry. The picture was taken on September 11, 1940, as our Nation began preparing for any international emergency.



**THE WAR IS ON:** This significant photograph from the files of The Bulletin, aptly portrays the family heartbreak under war's necessities, so recently experienced. A tearful mother accompanies her son to the train taking him to camp. It all brings back memories for many thousands of young Philadelphians and their relatives.



**HE'S IN THE NAVY NOW!** A young tar (above) tosses his sea bag over the shoulder on his way to help fight Uncle Sam's war at sea. At left, a girl kisses her Marine good-bye. The railroad stations here saw such scenes of parting every day as Philadelphia rolled up its sleeves for war.



**BOY, HIS GIRL, his dog.** And his going-  
y duffel bag. No words can add to the  
os of this World War II scene (at right.)  
and dog waited years for their man to  
e home.



**DOWN THE PARKWAY,** early in the war,  
marched the Infantry unit (above.) It was  
ning but the boys were to see worse weather  
were they were going.

**DOUBLE-BARRELED FAREWELL:** The lad (at  
nt) had a lot of letters to write home while  
was overseas, we wager! Philadelphia sent  
2,598 men and women into the armed forces.  
Selective Service Board No. 60, in southwest  
Philadelphia, accounted for 4,744, the largest  
number in the city.



**THE RAW RECRUITS** line up on their first day  
camp, feeling strange, shy, sensing the new  
e ahead.



**OVERSEAS:** A Philadelphia fighting man on his way to the rear for a short respite after combat. Guadalcanal—Casablanca—Sicily—Aleutians—other spots all over the globe that formerly had been only names on the map came to have personal meaning for our boys and the folks they left behind. Heat, cold, mud and the bloody hell of battle were the accepted fare until the job was done.



**A PAIR OF G. I.'S** from the famed Timberwolf Division come home to Philadelphia after action in Germany. (April, 1945.)

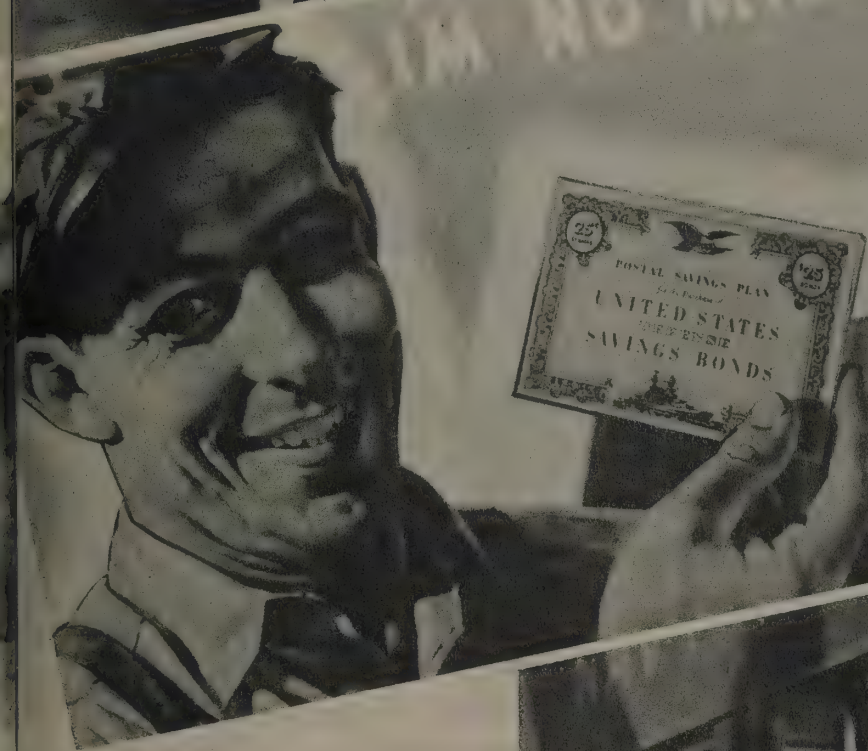


**SEPARATION CENTER:** All roads lead homeward but these final days often seemed the longest in the war for the impatient G. I.'s and their waiting families. Most of our young men were mustered out through Fort Dix and Indiantown.





**A MISS SIGNS UP:** Young women donned uniforms and served by the thousands in the recent conflict. "Release a man for fighting duty" was the slogan that carried America's doughty daughters into service. They joined the Wacs, the Waves, the Spars, the Women Marines and some went overseas. A Bulletin Photographer snapped this shot in a recruiting center.



I own a share  
in America

DEFENSE  
Bonds ★ Stamps

**WHILE OUR YOUNG PEOPLE** were getting to uniform, Philadelphia industry turned to its flood of war goods, its workers purchasing bonds with their earnings. Posters, such as the one above, reminded Philadelphians at pay office windows that money was needed to fight the war.



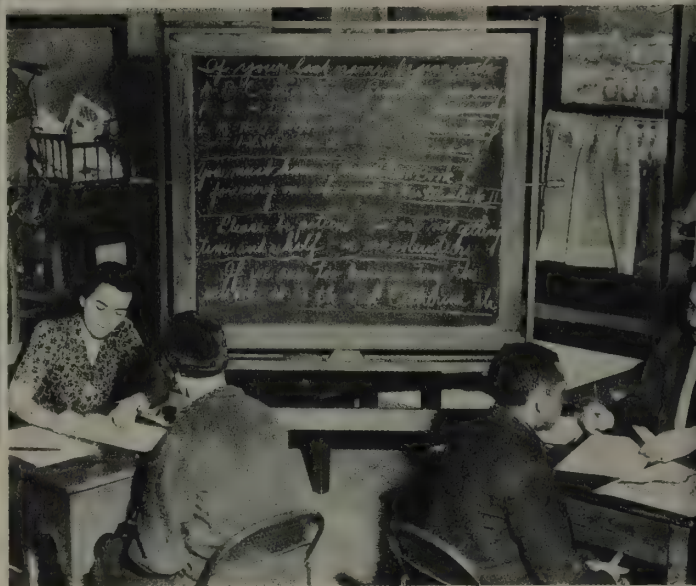
**APPRENTICE WAVES** en route to the Philadelphia Navy Yard. These pretty lassies, soon to be in smart, blue uniforms, had no clothes problems for the next few years.





**THE WILLIAM L. McLEAN**, a Liberty Ship (above) named in honor of the late publisher of The Bulletin. The shipping lanes across the seas were our arteries of supply and ships such as these ferried millions of tons of material to our far-flung battlefronts.

**RATIONING ON THE HOME FRONT:** They gave us little books with coupons—blue ones, air plane stamps and all the rest became matter of daily concern in the lives of housewives perplexed with their new role of arranging meals under limited allowances of meat, butter, canned goods. The corner rationing board (illustrated below) was a busy center



**PRETTY GIRLS**, as in the First World War, urged young men to sign up in the Marine Corps. Most who joined the outfit needed such urging but the argument ran that there was never a Marine—potential or in uniform—who didn't have an eye for a pretty girl. (The same argument could just as easily have been applied to our soldiers and sailors!)

**CIVILIAN LIFE** was austere but the folks back home knew it was as nothing compared to the hardships endured by the fighting men, many of whom like the Marine pictured at left, were now landing under fire on foreign beachheads.





**THE U. S. O.-LABOR PLAZA** canteen, north of City Hall, was one of several units in Philadelphia set up for the recreation of service men. Thousands in uniform passing through here spent pleasant hours at these spots, enjoying local hospitality. Nothing was too good for the boys bound for training camps, as were the hungry Marines-to-be (at left) photographed while being entertained at a dinner in the B. & O. station.

**A COUNTERPART** of the U. S. O. in Civil War days is illustrated, at right. This center was in operation at Broad st. and Washington av. and was called the "Union Volunteer Refreshment Saloon". The canteen was set up near the railroad station, then the largest in the city. Local citizens served as hostesses as they did during the past war.




**OLD PRINT**, below, shows the great Sanitary Fair held in Logan Square in 1864. All the proceeds of this gigantic public philanthropy were used for the entertainment of soldiers on their way through Philadelphia during the Civil War. Note Cathedral of SS Peter and Paul in background.





## A black and white photograph showing a group of men, some in military uniforms and some in civilian suits, gathered around a large, dark, cylindrical object. One man in a suit is holding a large wheel or handle. The background features a sign that reads "RAFT IN 3 WARS".

**DRAFT WHEEL** of Civil War days preceded the "goldfish bowl" of later times. The revolving tin drum used is now on display at the Pennsylvania Historical Society, 13th and Locust sts.



**DURING CIVIL WAR,** a man who did not want to fight had the privilege of paying a substitute to take his place, as old classified ads (above) appearing in The Evening Bulletin in 1864 bear witness.

**IN WORLD WAR I,** President Wilson was blindfolded and drew the first draft number from the "goldfish bowl" as we went to war with Germany.

**WANTS.**  
**A SUBSTITUTE WANTED** for an enrolled citizen. Address box 1803 Philadelphia Post. jyl-3t\*  
**SUBSTITUTE WANTED** for a person liable for tax. No. 2. Apply at the office, No. 2. jyl-3t\*

A SUBSTITUTE WANTED for a person liable  
citizen. Address box 1603 Philadelphia, Pa. 19104  
Office. jyl-31\*

A SUBSTITUTE WANTED for a person liable  
to be drafted. Apply at the office, No. 234  
South THIRD Street. jyl-31\*

PHILADELPHIA, TEURSDA  
THE PHILADELPHIA SATURDA  
PLU

**BULLETIN!!!**

MEETIN!!!  
THE PAPER FOR THE CAMP! THE  
FAMILY! AND THE  
FIRESIDE!!

SATURDAY BULLETIN  
FOR 1863-4.

THE SOLDIER!  
THE

SOLDIER!  
THE FARMER!!

THE CITIZEN!!!  
L DEB...

THE CITIZEN  
MAY ALL DERIVE  
EMENT IN

ALL DERIVE  
AMUSEMENT, INSTRUCTION AND  
PROFIT FROM ITS COLUMNS.

...BENEFIT FROM ITS COLUMNS,  
Laden with fresh and  
The Single matter.  
will

SPORTS  
FINAL

was blind-  
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# The Evening Bulletin

PHILADELPHIA, PA.

...cina but are  
... Caesar Built

Driven Out  
3 Peaks Near City  
Fall to Americans

# Fall to Americans

By The Associated Press  
Naples, May 22.—American troops have seized three mountains northeast of Terracina, but advanced patrols who pushed into that coastal anchor city itself have been driven back, Allied Headquarters announced today.

Fierce fighting raged along the entire front as the Germans threw the last of their reserve strength into a desperate counter-offensive. The enemy now has 17 divisions (perhaps 170,000 men) in what may be the climactic struggle for Italy. An Allied spokesman declared the enemy had nothing left in reserve south of Rome.

American patrols entered Terracina yesterday in reserve, and it appeared that the German fight along the coastal sector. The attack caused the American troops to be driven back.

U. S. Engineers Repairing Road Caesar Built

HUMMER CO. PLANT,  
SEIZED BY ARMY,  
RESUMES WORK

RESUME  
Ward Division Manager  
Co-operation;  
Return

**SPECIAL  
OVERSEAS  
EDITION**

OVERSEAS EDITION  
Especially Prepared for  
and Women

REFINED \$4,000  
OVERCHARGES





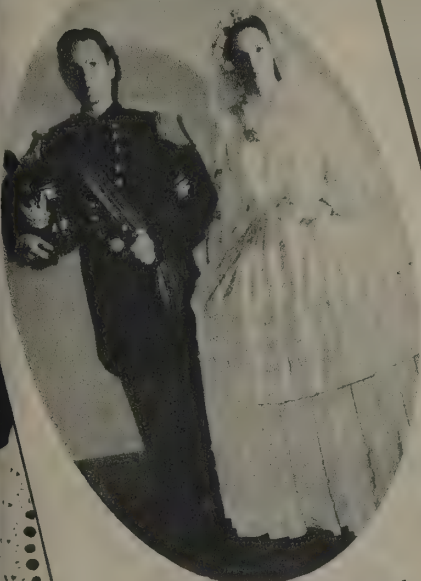
REVOLUTIONARY WAR 1776



Seven times in our history Philadelphia's brides have stood at the altar beside their grooms in uniform. The attire of soldiers has changed through the ages but the sighs of the young beloved, separated by war's exigencies, were as heartfelt in 1776 as they were in the conflict just passed.



WAR OF 1812



MEXICAN WAR 1846



CIVIL WAR 1861



WORLD WAR II 1941



SPANISH-AMERICAN WAR 1898



WORLD WAR I 1917

PHILADELPHIA'S

# War Brides

OF SEVEN WARS





## WORKING HOURS

**SEPTEMBER 20th., to MARCH 20th.,**

Commence at  $\frac{1}{4}$  of an hour before sunrise, and continue to  $\frac{1}{4}$  past 7 o'clock, P. M., allowing for Breakfast, from  $\frac{1}{4}$  past 7, to 8 o'clock, and for Dinner, from  $\frac{1}{4}$  past 12, to  $\frac{1}{4}$  past 1 o'clock :—

EXCEPT, that during the months of November, December, January and February, Breakfast will be taken before the time for commencing work.

**MARCH 20th., to SEPTEMBER 20th.,**

Commence at  $\frac{1}{4}$  of an hour before sunrise, and continue to sunset, allowing for Breakfast from  $\frac{1}{4}$  before 7 to  $\frac{1}{4}$  past 7 o'clock, and for Dinner from  $\frac{1}{4}$  past 12 to  $\frac{1}{4}$  past 1 o'clock :—

EXCEPT, that from the 1st of May to the middle of August, work will commence at 5 o'clock, A. M., and the Mills will stop at 7 o'clock, P. M.

On SATURDAYS, the Mills will not be run later than sunset, throughout the year. At ten minutes before the time for commencing work, the bell will be rung. The Overseers are to be in their rooms in season to get their work to speed at the regular hour, at which time the gates will be closed, after which, no person will be admitted, excepting through the Counting Room entrance.

### TIMES FOR RINGING THE BELL.

	For opening the gates 25 minutes before sunrise.	For BREAKFAST	For after BREAKFAST	For DINNER	For after DINNER.	For stopping work.
August 16th. to September 20th.	same.	6.45	7.30	12.30	1.05	Same.
September 20th. to Oct'r 31st, inclusive.	same.	7.15	7.50	" "	" "	7.30
November, December, Jan'y & Feb'y.	same.	7.10	7.50	" "	" "	same.
1st to 20th March.	same.	6.45	7.30	" "	" "	Same.
20th March, to 30th April, inclusive.	same.	6.45	7.30	" "	" "	7.00
1st May to 15th August, inclusive.	At 4.30.	6.45	7.30	" "	" "	

**NEARLY A HALF MILLION DWELLINGS** here today confirm Philadelphia's claim to its sobriquet, "The City of Homes." It was thus from earliest times—our towns-people took pride in the number of individual dwelling units and the depth of our home life. Something of the spirit is captured in the old print (above) that hung in many parlors in days gone by. It was distributed by the American Sunday School Union and depicted a man, his day's labor completed, returning to the bosom of his family.



**HOURS OF LABOR** were long in years past; the working man could not enjoy his home so fully as he does today. Handbills, such as that reproduced above, were posted by employers in churches, lodge halls, taverns and other places of assembly, calling attention to the nearby mill's working schedule. It was a 12-hour day.

**FIRST BUILDING & LOAN** association in the United States was organized here in 1831 at what is now 4217-21 Frankford av. Forty members attended the first meeting, interested in the Philadelphia tradition "of building or purchasing dwelling houses." The first loan went to a lampighter to purchase a little frame house on Orchard st., sketched above.



# ADVERTISEMENTS

LOST on Saturday night last, between Mr. Carpenter's wharf and the Coffee House, An Oval Snuff-box on the top and bottom, inlaid with Gold, a Bird within side, and three small ones on the bottom a Picture bring or send the said box to Andrew Bradford in the Second Street Mall have half a Pound reward, and no Questions asked.

Near Pocket-Piece or MEDAL, struck upon a new

THIS WAS THE FIRST lost and found advertisement published in Philadelphia. The ad (above) is reproduced from the American Mercury of July 28, 1720. Among today's city population of 2,000,000, people are losing and finding possessions at every hour. Last year, 18,305 such ads appeared in the classified section of The Bulletin.



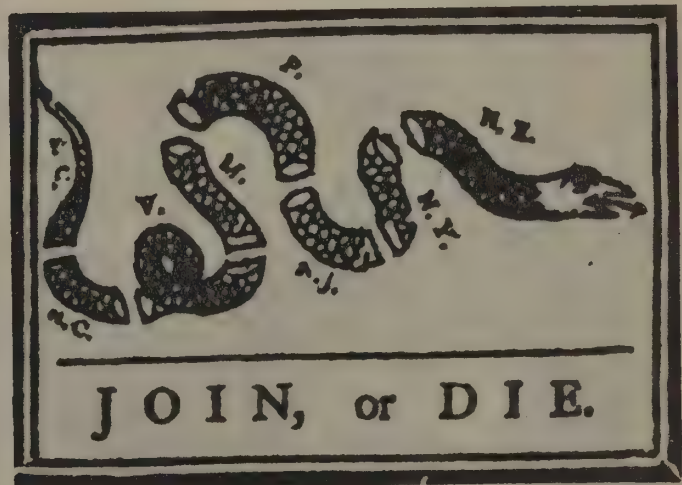
**SHERLOCKO THE DETECTIVE** was the first continuous comic strip published in The Bulletin. Featuring the exploits of a humorous monkey sleuth, it began on December 13, 1910. At first, the strip was published only every other day but after a few months it proved so popular with readers that Sherlocko made a daily appearance, for about two and a half years. Other individual comics had been printed in The Bulletin prior to this but they lacked continuity. "Bringing Up Father," portraying the life of Maggie and Jiggs, started in The Bulletin soon after this and has been continued ever since.

SICUTUR AD ASTRA.



15<sup>th</sup> Specimen and the first 45<sup>th</sup> Specimen of the premiere  
made in America January 9<sup>th</sup> 1793 at Philadelphia made in America January 9<sup>th</sup> 1793 at Philadelphia  
39<sup>th</sup> 50<sup>th</sup> N. Latitude by 30<sup>th</sup> Latitude N. par  
W. L. P. Blanchard W. L. P. Blanchard

**THE INITIAL AVIATION EXPLOIT** in this country was witnessed here on January 9, 1793, when J. P. Blanchard, a Frenchman, made the first successful balloon ascension. President Washington, along with almost the entire city, witnessed the take-off from 6th and Walnut sts. The balloonist arose to the amazing height of 5,812 feet, landed in Gloucester county, N. J., 40 minutes later. Drawing (above) is from Blanchard's own book.



**FIRST POLITICAL CARTOON** in America appeared locally in the Pennsylvania Gazette, 1754. This famous drawing has an interesting history. It was used first in connection with the French and Indian war; then again in 1764 to illustrate a point regarding the Stamp Act and finally during the Revolutionary War for still another purpose. Compare this cartoon with modern ones on The Bulletin's editorial page.



## AN ACCOUNT OF THE LIVES AND BEHAVIOUR OF Abraham & Levy Doan, Who were executed upon the commons in the city of Philadelphia, on Wednesday the 24th of September, 1788.

Abraham and Levy Doan were descended from respectable parents; they were cousins, and not brothers as generally reported. Abraham was born in Chester county; but while the British possessed Philadelphia, lived in Bucks county; being of a bold and enterprising disposition, he was employed by the Tories to go upon errands into the city, and at times to carry in horses and cattle. In this he was encouraged by some people to all appearance of reputation, whose horrid political principles induced them to violate every tie of gratitude to their native country; and whose conduct he often reprobated in private, but could never be prevailed on to mention their names, hoping, as he said, that they would repent of their manifold transgressions. His morals being thus

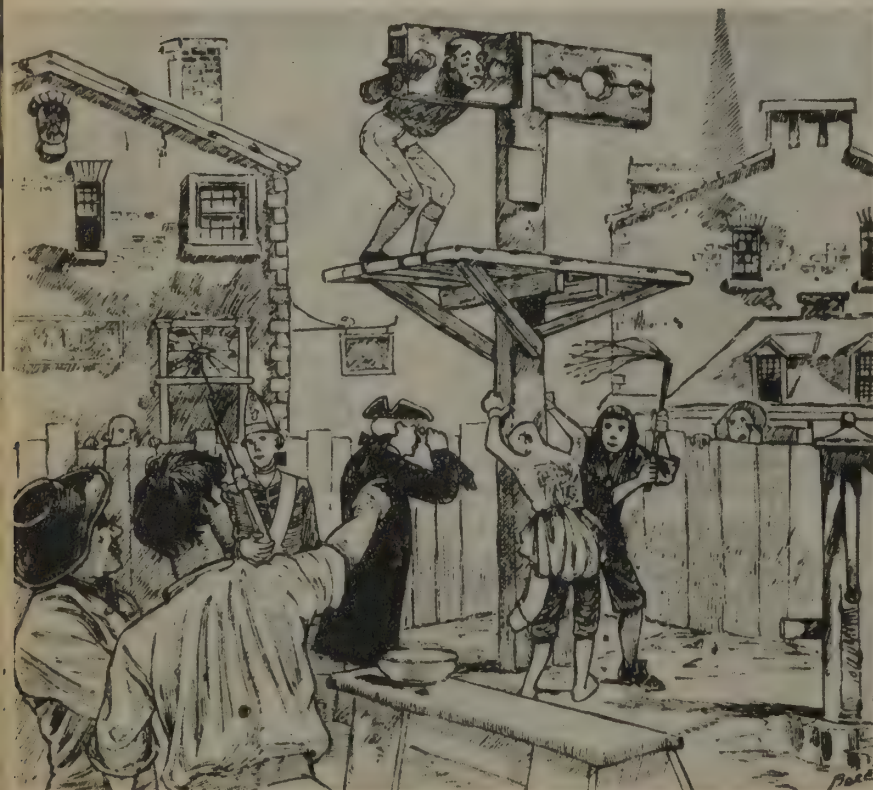
They and several other robbers were often advertised by government, with large rewards for apprehending them. At last they were outlawed; for six years the Doans wandered about the continent until last spring, when they were taken near the Turk's Head, Chester county, and carried to Philadelphia jail. Their friends and relations repeatedly advised them to refrain their evil practices and leave the country, but all in vain, notwithstanding the hardships they underwent, being often obliged to conceal themselves for weeks successively in woods and swamps. Having passed several counterfeit nores in Charleston, South Carolina, to elude the officers of justice they concealed themselves in a wood, where they were at last discovered by a woman, who humanely gave them join: provisions,

BROADSIDE OF AN EXECUTION ON THE COMMONS, 1788

**PUBLIC HANGINGS** attracted many citizens when Philadelphia was young. Broad sides, such as the one above, announced the affairs to those who wanted to come see justice done. This notice refers to the "Commons"—probably on Broad st., south of Penn Square, but most executions were performed in Logan Square. An ordinance ended such spectacles in 1830.



**CITY'S FIRST "COPS"** were the old night watchmen. Illustration (above) pictures one standing near his watch box. There were no day-time police here until 1840. "Old Daddy Simpson," a watchman who stood near the present Union League site, wearing a black silk hat and a black frock coat, was reputed to be an old-city character.



**TOWN PILLORY** and whipping post stood at 3rd and Market sts. in our earliest history. The "public whipper" received a small salary for his services. Justice was drastic, even burglars, horse thieves and counterfeiters were punished by hanging.



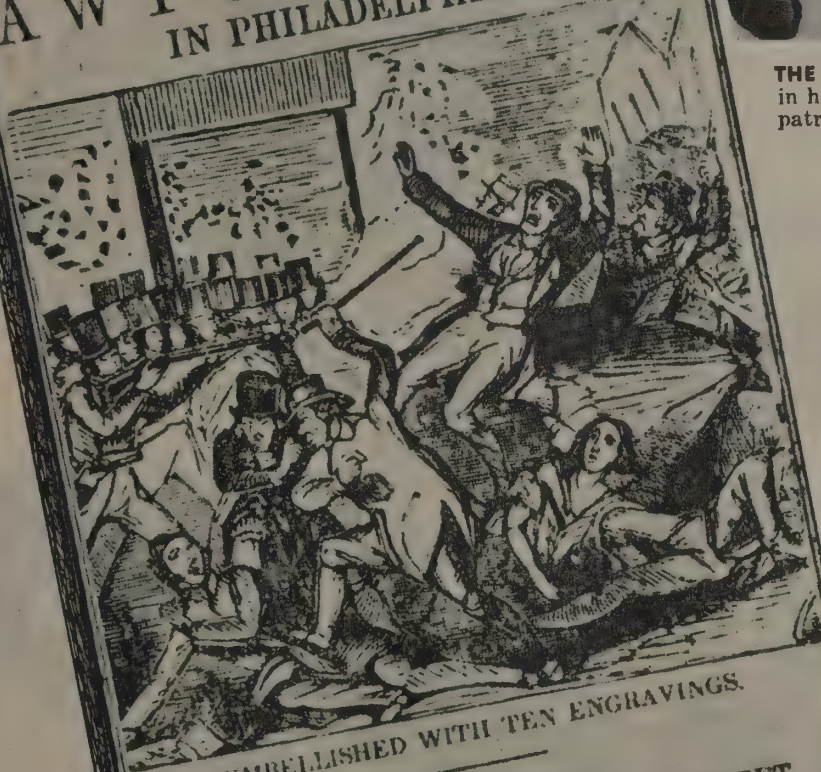
**OUR DUCKING STOOL** stood on the banks of the Delaware. It was used principally for the chastisement of female law breakers. A grand jury report in 1717 referred to "the need of a ducking stool as just punishment of scolding and drunken women."





**THE POLICEMAN** at the school intersection was a familiar figure even in horse and buggy days. In modern times, lads of the school safety patrols assist officers of the law in this important work.

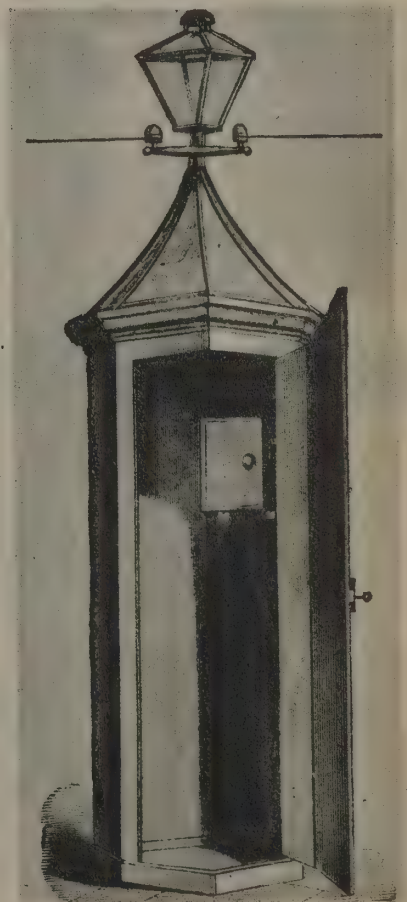
## A FULL AND COMPLETE ACCOUNT OF THE LATE AWFUL RIOTS IN PHILADELPHIA.



EMBELLISHED WITH TEN ENGRAVINGS.

PHILADELPHIA:  
JOHN B. PERRY, No. 198 MARKET STREET.  
HENRY JORDAN, Third and Dock Street.  
NEW YORK:—NAFIS & CORNISH.

**OLD BOOK COVER** (above) reminds that our ancestors weren't always well-behaved. The riots referred to were those disturbances in the past century, growing out of a bitter spirit of bigotry and intolerance long since passed from the local scene.



**THE POLICE BOX** has gone the way of the old horse-drawn patrol wagon but many Philadelphians will recall such individual lock-ups that stood on many of the city's street corners. Here police held a culprit till the wagon came.





**FIRST CITY JAIL** (at left,) located in the middle of Market st., east of 2d. It saw service from 1700 to 1723. Pirates were roaming the Delaware at the end of the 17th Century; old records show that four of Captain Kidd's men were arrested here in 1699.



**2D CITY JAIL** was built in 1723 at the S. W. Corner of 3d and Market sts. (Left) All law violators at this time were put to work, cutting broom straw, etc. Debtors, too, were thrown in prison, to be released only by selling themselves into years of servitude. The single debtors, that is: The married ones stayed in jail!

**OUR THIRD JAIL**, at S. E. corner of 6th and Walnut sts. (At right.) The social philosopher will observe, alas, that our prisons were growing larger. Moyamensing, the next in line, was bigger still. Conditions in all early jails were deplorable. The Walnut st. lock-up was sold in 1835. Here were imprisoned British soldiers taken in the Revolution. When General Howe captured Philadelphia he incarcerated Yankee soldiery here.







**A PATROL WAGON** of years gone by, horses prancing and gong sounding, approaches an old fashioned corner box, in the drawing above. Such boxes were equipped with telephones by which the officer of the law summoned the wagon. In the days before Mr. Alexander Graham Bell's invention, a policeman often would walk the prisoner to the station house himself, or order a passing boy to run over and summon the patrol van. Allowing the public to gaze upon a law breaker whenever possible was considered salutary procedure in making an arrest.



1 The Haystack

2 The Dwelling

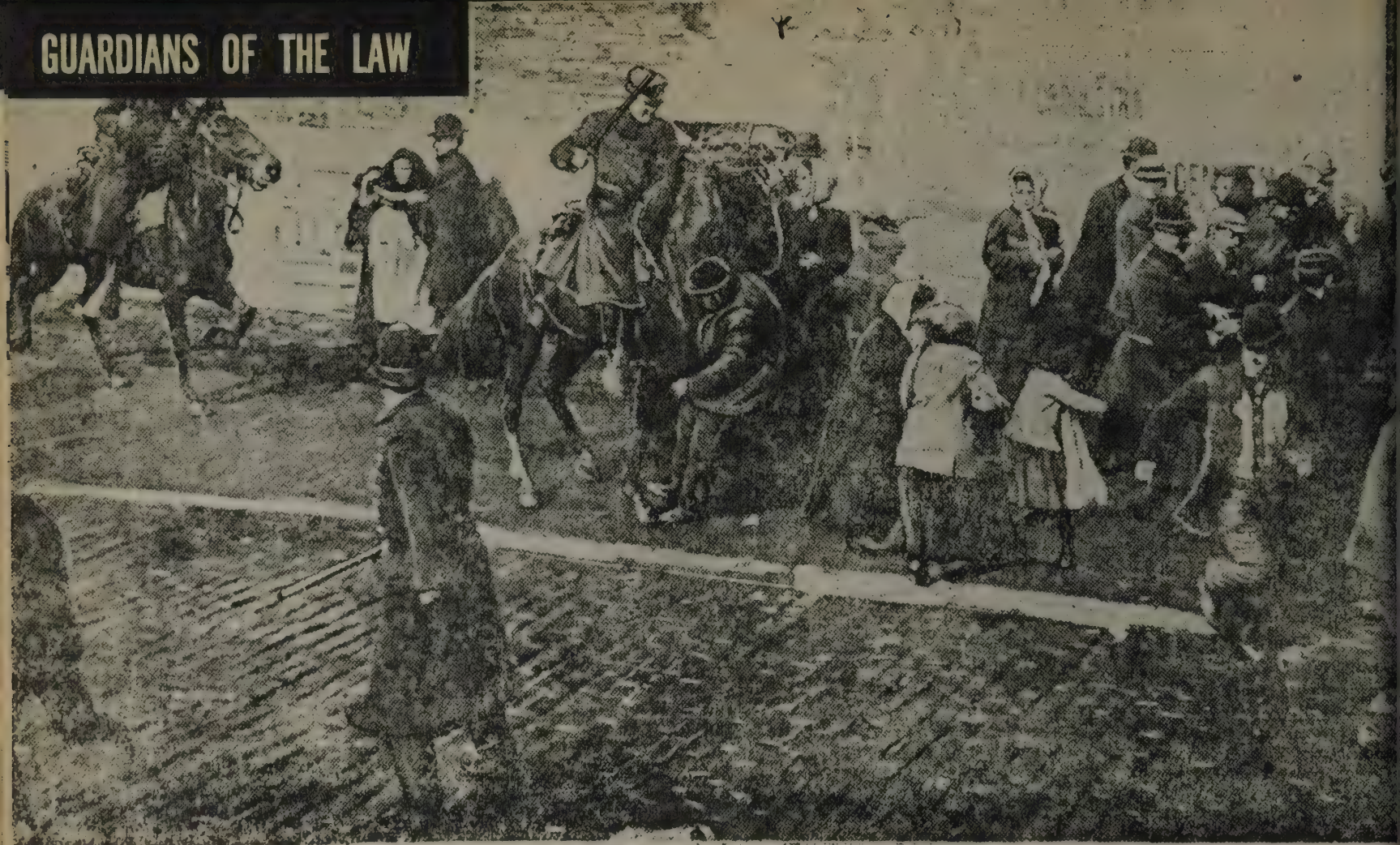
3 The Stable

4 The Barn

**WORST CRIME** in the early annals of the city took place on the Christopher Deering farm located in what came to be called "The Neck" area of Philadelphia. On April 10, 1866, eight persons were brutally slaughtered by Anton Probst, Deering's hired man. The slain included Deering, his wife, four children, a woman named Elizabeth Dorlan and Cornelius Carey. Justice was speedy for Probst, who confessed to the killings and was soon hanged. The funeral of the victims in St. Mary's Cemetery on Passyunk av. attracted citizens from all over this area.



## GUARDIANS OF THE LAW

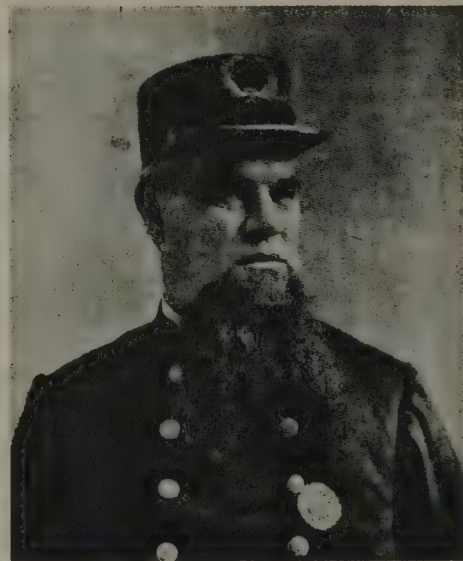


**BUSIEST DAYS** in local history occurred in February, 1910, during the big transit company strike. Several people were killed and a number injured in disturbances following the walk-out of 3,000 motormen and conductors. Police were stationed at the car barns, rode as guards on the trolleys.

When strikers and their sympathizers tossed bricks at cars attempting to leave the barns, the police used strong measures in dealing with them as the old photograph above, taken on Lehigh av., indicates. Later, State Police were called in to assist the city's bluecoats.



**PROUD OF THE UNIFORM** he wore with such distinction was this member of "Philadelphia's finest" of another day. Police were picked men; the job was sought after as it is today. At the time pictured above, an officer of the law sometimes carried a long, sturdy cane.



**POLICEMEN** of this calibre put fear in the hearts of evil-doers in the last century. This bewhiskered gentleman was a Philadelphia police captain. His coat was buttoned tight under the chin and the question might be raised by the light-minded whether it was proper to button the whiskers inside or out—the same problem said to have obtained when our forefathers tucked the bed sheets under their chins when bedding down for the night.



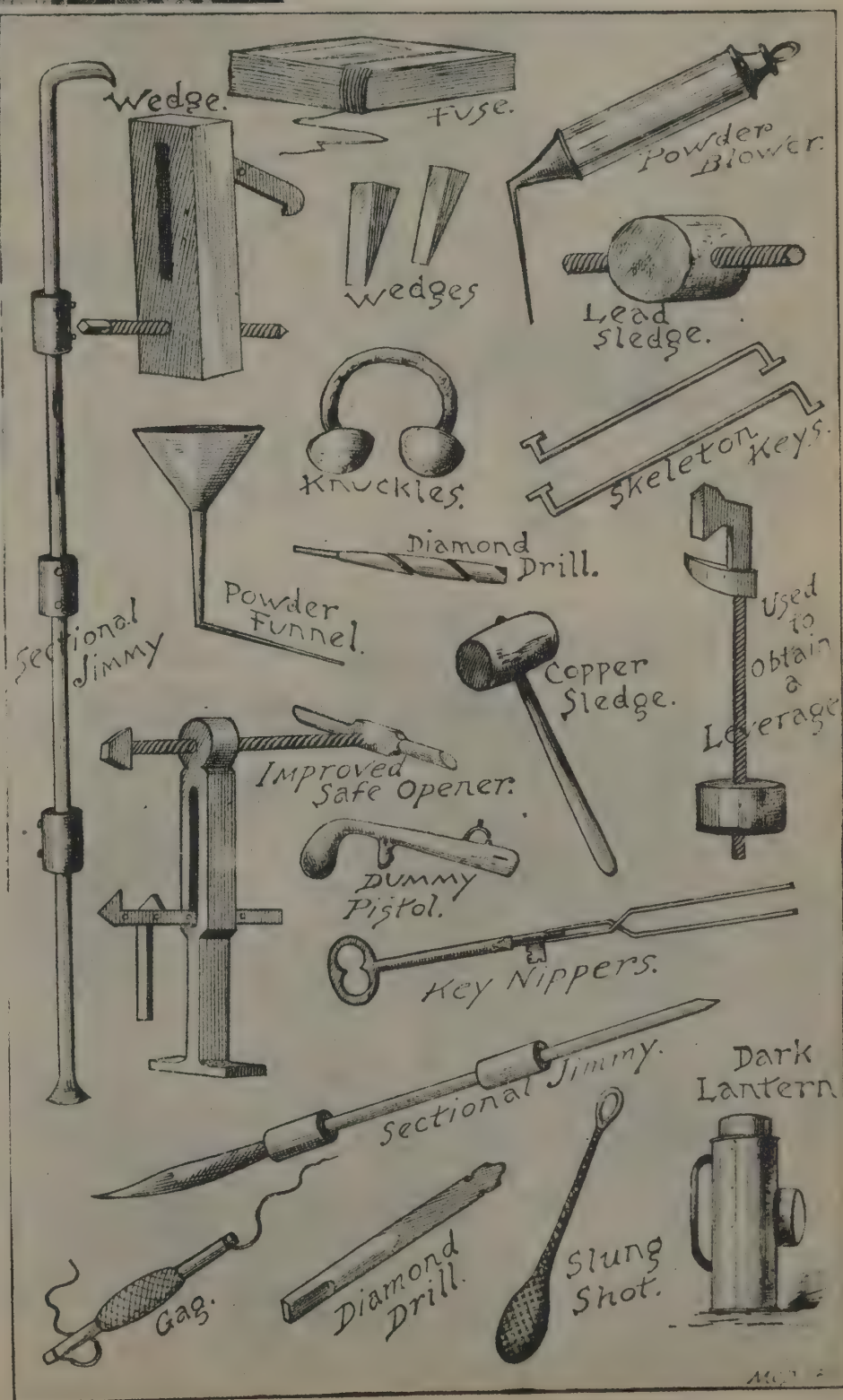
## GUARDIANS OF THE LAW



**OUR ROGUES GALLERY** back in 1884 (at left.) Crimes of all types have risen sharply, of course, through the intervening years as our population grew and new fields offered opportunities to the lawless. But police work has kept pace with the development. The latest in scientific practice continuously has been applied to curb and apprehend the criminal element.



**YEGGS OF YESTERYEAR** were not without the tools of their criminal trade. The assortment in drawing (at right) portrays underworld gadgets in use about 1884. These include blackjacks, jimmies, dark lanterns, skeleton keys and the special equipment of safe openers which, although old-fashioned looking, still appear business-like. However, our ancestors still had not been threatened with the sawed-off shotgun and the automatic pistol and in many ways had more to be thankful for than they realized.





# GUARDIANS OF THE LAW



**READY FOR A CALL:** This was the type of patrol wagon in service about 1886. The wheels were red and the wagon blue. The gong was sounded by patrolman accompanying the driver as this police conveyance sped through the streets. A hood could be raised to help protect officers up front from the elements; in the rear, lawbreakers and the escorting "coppers" were exposed to the weather. Saturday night was a busy night—old timers on the force say the horses were kept in harness in troublesome neighborhoods ready for excursions.



**POLICE HORSES** were well cared for, even as they are today at the Mounted Police stables in South Philadelphia. Photo (above) shows policeman shoeing a tired equine foot that pounds a beat 50 weeks a year.



**VACATIONS** for police steeds, two weeks each summer, is the regular privilege allowed these handsome animals, pets of their uniformed riders and many civilians, too, who like to feed them occasional apples and sugar lumps. Vacationland for police horses is a nearby farm.



**FIRST MOTORIZED** Patrol Wagon put in service by the Bureau, about 1910 (at left.) Tires were solid rubber; the vehicle was equipped with curtains that could be pulled down in bad weather or if the passenger was particularly unruly.





**UNIFORMS** for police were introduced here in 1860. Photo (above) portrays hat of pill-box type, reminiscent of Civil war uniforms. Philadelphia beat-pounders wore these about 1884.



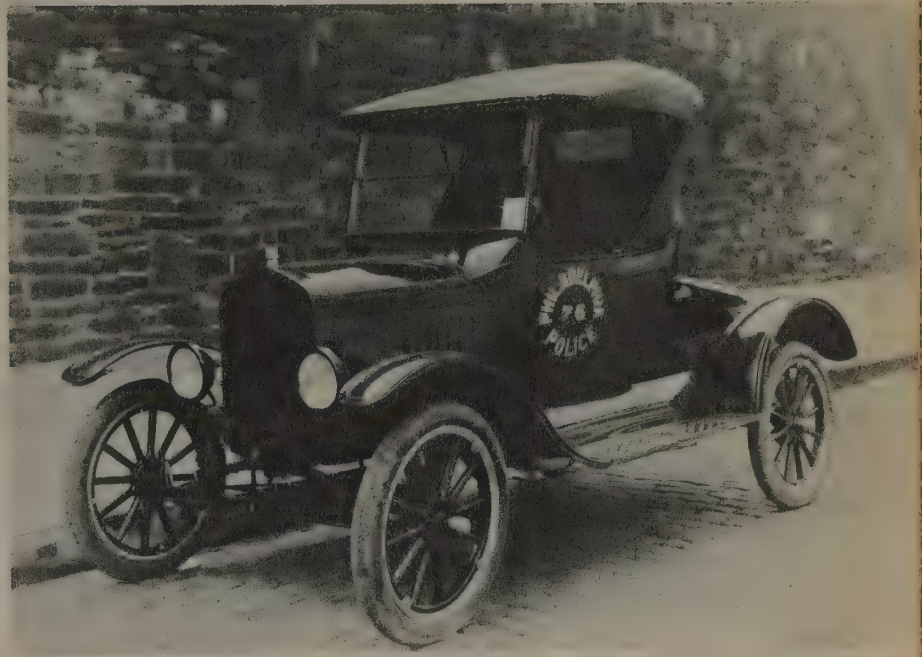
**DERBY-STYLE** hat added height to a guardian of the law, made him look even more imposing. Bonnet (above) was in vogue during the first decade of this century. Our policemen were first given side-arms to carry in the 1870's.



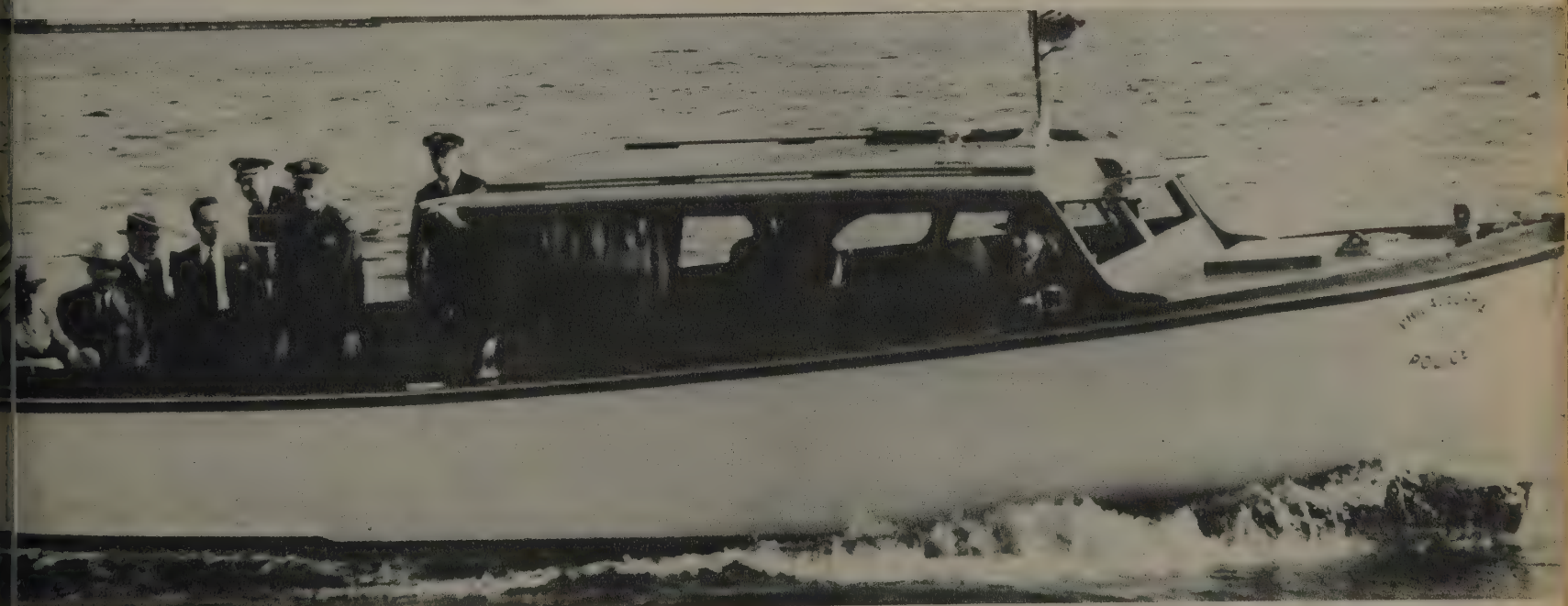
**TRAFFIC POLICE** about the year 1912 were wearing the snappy looking regalia pictured above. Officers then carried batons; the short, thick club came later. The smarter, peaked hat replaced the derby type for all policemen about this time.



**THE UNIFORM TODAY** (at left) includes the 8-cornered hat. Traffic policemen wear the white version; men in the districts, blue serge. Carrying the nightstick is no longer required, except of men on the early morning shift.



**FIRST POLICE CAR** here, in 1925. This extension of the police arm was an effective step in protection of the civilian. Flivvers now sped about in outlying districts where the "cops" once rode bikes and, before that, horses. The Police Bureau has kept pace with modern transportation developments ever since. Today there are 233 red patrol cars, with radio, and 69 in black indicating no police connection.



**HARBOR POLICE** have their own patrol boats and serve an important role in law enforcement of a special nature. We no longer have pirates on the Delaware but new duties have arisen to command police attention. Rounding out our modern police equipment we number about 70 motorcycles and 94 horses still used in downtown traffic control.

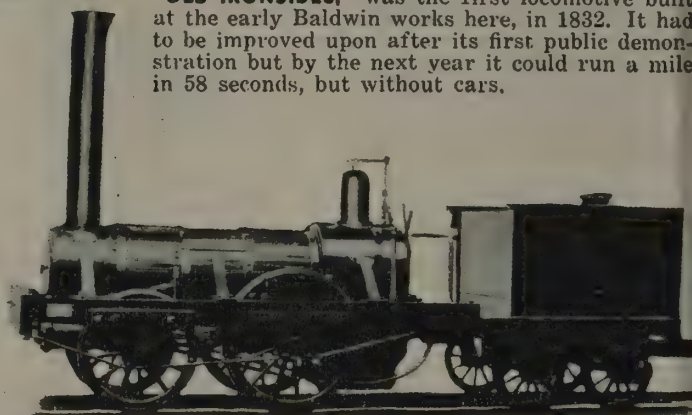




**WORKING MODEL** for the first railroad in the United States was exhibited in the courtyard of the old Bull's Head Hotel, 2d st. north of Poplar, in September, 1809. Later in the year, Thomas Leiper constructed this line which ran from the Delaware River to Crum Creek and was used exclusively for hauling stone. Cars were horse-drawn along the tracks.

**FIRST TRAIN** hauled by a locomotive. "Old Ironsides" is shown dragging carriages on the Philadelphia, Germantown and Norristown Railway in this old print. The engine's wheels were made of wood. Plans and patterns had been made in the shop of Tyler and Baldwin, partners, whose plant was located at 6th and Miner sts.

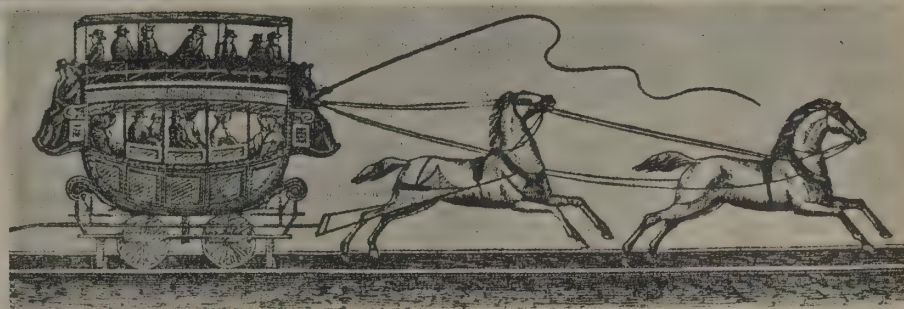
**"OLD IRONSIDES,"** was the first locomotive built at the early Baldwin works here, in 1832. It had to be improved upon after its first public demonstration but by the next year it could run a mile in 58 seconds, but without cars.







**"DEVILISH INVENTION,"** less progressive citizens termed early railroad. Old print shows one of first trains moving along Philadelphia & Columbia tracks near Fairmount Water Works. The locomotive was beginning to supplant vehicles such as the double-deck coach drawn by horses along track center of picture.



**DOUBLE-DECK COACHES** used on pioneer railways differed little from carriages on the highways. Often they consisted of a single car drawn by two horses. From such crude beginnings modern means of high-speed rail transportation evolved.



*Private Carriage. Carriage for Passengers. Car with Freight. Locomotive Engine.*

## RAIL-ROAD, ENGINE, AND CARRIAGES.

**A PRIVATE CAR**, the earliest known instance. At the end of the train a private carriage is perched atop a box car. The owner and his party sit in their vehicle and leisurely survey the passing scene. Arriving at their station, they hire

horses and proceed to their destination along the highway. A rather complicated method of traveling but one no doubt found efficacious by our resourceful forefathers.





**FRANTIC RUSH** at a railroad station dining room in the early days, prior to dining cars. Ten minutes was the time allotted for a meal and that conductor standing there, watch in hand, was no man to brook delay. Excitement, shouting and nervous bustle dominate this old drawing. The only people at ease appear to be those smiling waiters.

**OLD LAND AD**, printed by a railroad company. For pushing their tracks into new, western territory the companies were granted huge tracts of real estate by the Government. These they sold to the pioneering public to bolster their revenue.



EQUAL TO ANY IN THE WORLD!!!  
MAY BE PROCURED

**At FROM \$8 to \$12 PER ACRE.**

Near Markets, Schools, Railroads, Churches, and all the blessings of Civilization  
1,200,000 Acres, in Farms of 40, 80, 120, 160 Acres and upwards,  
ILLINOIS, the Garden State of America.

**TYPICAL LOCOMOTIVE** of pre-Civil War era. Early trains were made up with the mail and freight down front. This was done not only to remove the passengers as far as possible from the belching stack but to insure their safety, for early steam engines were known to explode on occasion.



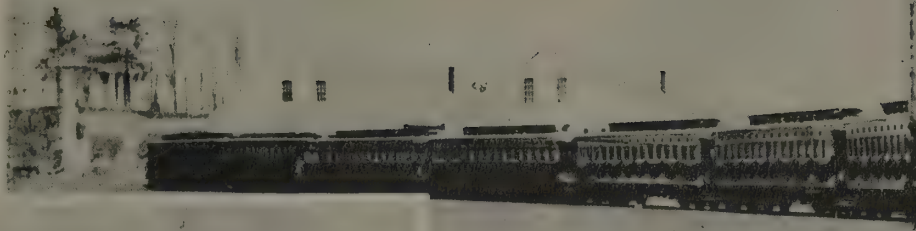
## BEL. DEL. RAILROAD. TRUNK LOST! AN ORDINARY BLACK TRUNK.

Belonging to a passenger from Philadelphia to Bethlehem, by S. A. M. line, on 17th inst. The trunk contained the wearing apparel of a female. One of its straps had been broken off and fastened on again with common tacks. The trunk was marked No. 28 with chalk.

A similar trunk has been found at Bethlehem containing a gentleman's clothing. Persons employed on this and connecting roads are desired to make diligent search. If the trunk is found, send it to Phillipsburg Station, care of Wm. Smith, Agt., or to Bethlehem, care of Wm. H. Sayre, Jr. Esq.  
July 26th, 1856.

**LUGGAGE WAS LOST** in the early railroad days more frequently than today with our efficient checking systems. In the lost ad (above) a railroad exhorts its employees to find an unfortunate passenger's property. But nothing is said about a reward.





**LINCOLN'S FUNERAL TRAIN** passed through Philadelphia on April 22, 1865. The body of the martyred President was being taken back to Springfield, Ill., for burial. En route the bier passed through most of the sorrowing states of the North. The train, photographed above as it stopped here, was furnished by Pennsylvania Railroad. Coaches were then of wood; the locomotive sported a huge stack, oil lamp and "cow catcher."

**ST MANAYUNK** boasted the first iron bridge ever built, completed in 1845. It was removed in 1901, the section going to the Smithsonian Institution. Forerunner of all other iron and steel bridges and in the modern skyscraper, it was an interesting, historical structure.



**ADING TERMINAL:** In 1860 an active farmer's market was located on this center city site. The tradition has remained; the Terminal Market today, now north of Liberty st., continues to be one of the foremost produce centers in Philadelphia. View at upper right, looking down Market st., shows modern Terminal in distance.



**PARLOR CAR** interior, 1876. It was displayed at the Centennial Exposition, featured as the most modern and luxurious coach of the day. The car was highly decorated, oil-lit, carpeted and provided comfortable chairs with footstools.



**BRYN MAWR** station in 1876 is depicted in old drawing, at left. Many officials of the "Pennsy," which was 100 years old last year, live on the Main Line.

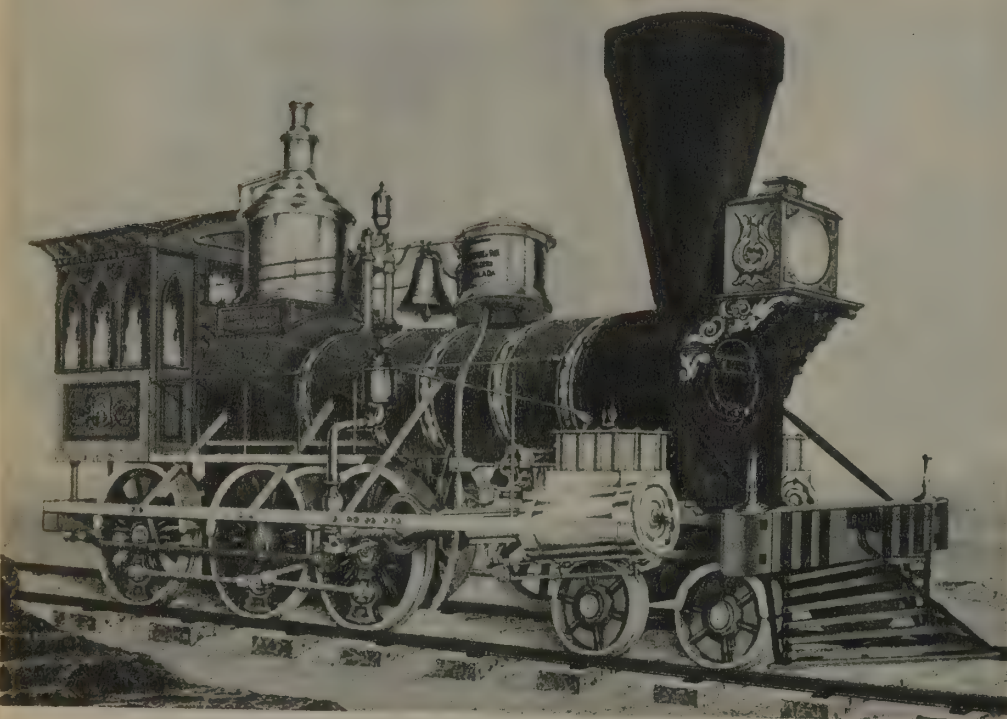




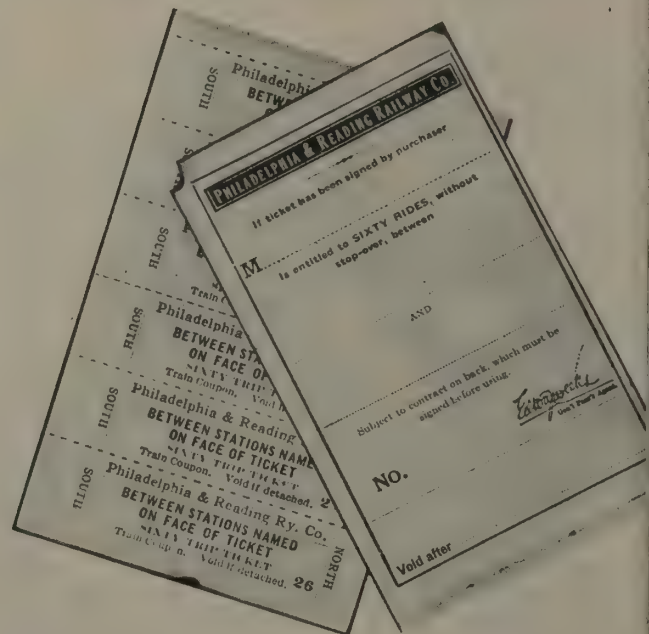
**BROAD ST. STATION** of the Pennsylvania Railroad in the 1890's. At this time Billy Penn's statue had not yet been hoisted to the top of City Hall's tower, seen in distance. The destruction of these old train sheds in a fire in 1923 was described in *The Bulletin*, as was another big fire in the station a few years ago.



**THE LIBERTY BELL** was placed on a flat car and taken to Chicago in 1893 for the Columbian Exposition. It was one of the few instances in history that the bell has left Independence Hall. An honor guard of Philadelphia police accompanied the priceless relic on its journey.



**OLD LOCOMOTIVES** had much outside brass to polish; trainmen took great pride and pains in trying to maintain the sparkling appearance of their iron steeds. The above model was manufactured by a Philadelphia concern.



**COMMUTATION TICKET** issued by the Reading Railroad years gone by. "Rides" were torn from a small booklet at perforated lines. If modern conductors had to go through this time-taking chore they wouldn't have completed the collection by the end of the line!

**MODERN STREAMLINER**, the latest word in railway design. Thus far has transportation progressed since Matthew Baldwin built his "Old Ironsides" here a century and a quarter ago.

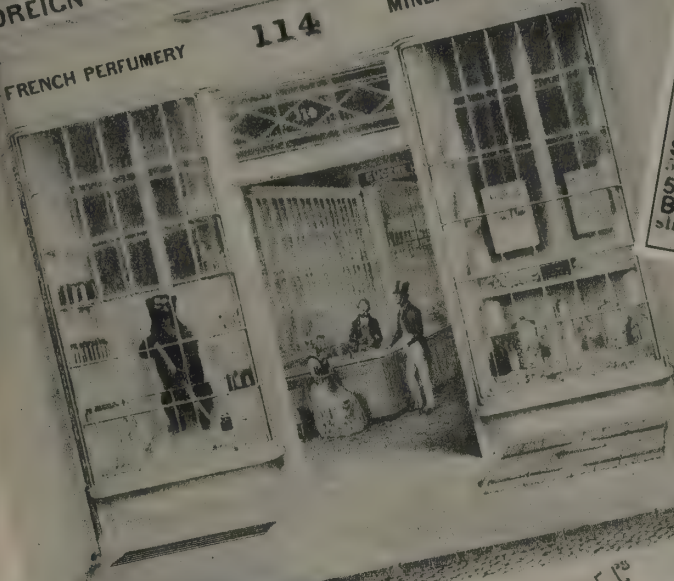




# EUGENE ROUSSEL

FOREIGN PERFUMERY & FANCY ARTICLES

FRENCH PERFUMERY 114 MINERAL WATERS.



**EUGENE ROUSSEL**  
**CELEBRATED MINERAL WATERS**



IN GLASS BOTTLES  
for Hotels, Families & Shipping.

MINERAL WATER dispenser more than a century ago  
advertising even then the age of his establishment,  
ing from colonial days. Surely, Paris itself had shops  
more elegant than this exclusive Chestnut st. store  
the drawing above.

**THE ELECTRIC HAIR BRUSH**, shown in an ad of the 1880's  
(at right) for years was one of the most heavily adver-  
tised products in the country. It had an ebony handle  
and special bristles; the electricity was of the static  
variety. A compass accompanied each purchase, so user  
could test "voltaic current." Warranted to cure nervous  
headache, dandruff, falling hair, baldnesses and premature  
grayness, it was touted as the brush favored by the  
Prince of Wales.



## GRANDEST BARGAIN YET.



**\$1.35 BUYS A \$5.00 REVOLVER.**  
If you send cash with your order you get a nice present.

**NO. 39. PRICE \$1.35.** DESCRIPTION.—FOREHAND & WADS-  
LOCKED and all parts interchangeable. COCKING REVOLVER, full nickel plated, fancy  
the market for the money, and the GRANDEST BARGAIN EVER OFFERED AT  
OUR PRICE you can make money selling these revolvers. WE GUARANTEE this the best revolver in  
buy them at anything like the price we offer. THEY ARE NEVER SOLD FOR LESS THAN  
\$3.00 and often for \$5.00. OUR SPECIAL PRICE for this revolver, 32 or 34 caliber,  
5 shot, 12 ounces, is \$1.35. WE WILL SEND IT C. O. D. to anyone on receipt of  
50 CENTS (postage stamps taken), balance \$1.35 to be paid at express office. THE  
BEST WAY is to send cash in full, when we will send you a NICE PRESENT. We will  
ship by mail POSTPAID for 17 cents extra.

HOTTER than the proverbial \$2 pistol was this \$1.35 firearm.  
From a mail order catalogue of 1894.

## DR. SCOTT'S ELECTRIC HAIR BRUSH.

A REMARKABLE INVENTION.



IT NEVER FAILS TO PRODUCE  
A RAPID GROWTH OF HAIR  
ON BALD HEADS. WHILE THE  
BRUSH IS IN USE, THE HAIR  
FALLS OUT, AND NEW  
HAIR GROWS IN ITS PLACE.

A BEAUTIFUL BRUSH.

PURE BRISTLES NOT WIRES! LASTING FOR YEARS

Sent, postpaid, on receipt of \$3 00; or by Express, C.O.D.

MONEY RETURNED IF NOT AS REPRESENTED.



AS, even this bygone age people worried, grew old and their hair  
turned gray. But who cared when a few whisks of the Magic Comb  
would dye hair and beard a beautiful black or brown.



GRACIOUS! How one could astound the horse car conductor with a  
collapsible umbrella! No fumbling with a bumbershoot on the back  
platform while wrestling with the purse here! Swish—and it folds  
in his face.



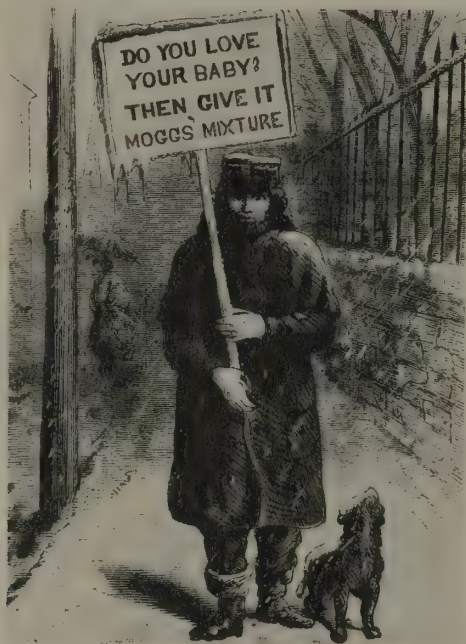


**PLUMBING HAS NOT** changed radically, in some respects, for more than a century. These old faucets are of 1835 vintage. In this day there were 1,500 bathtubs here. A row of dwellings on Chestnut st. west of 11th, built around this time was the first housing in the U. S. to contain bathrooms, tubs and toilet facilities.



**Philadelphia PALE ALE** on Draft  
 Bottled for sale at all prominent **DRUGS** and **WINE** and **BEER** stores  
**BREWERY, 121 GREEN STREET, Northern Liberties**

**OLD ALE BREWER'S AD** of early 19th Century. Philadelphia was noted brewing center from colonial days. There were 68 in operation by 1860. First brewery was Frampton's, on Front below Walnut st., back in William Penn's day. Philadelphia made the first beer in the country, about 1846.



**SANDWICH MAN**, 19th century version, carries a sign bearing a challenge that must have made parents who failed to use Mogg's Mixture blush with shame!



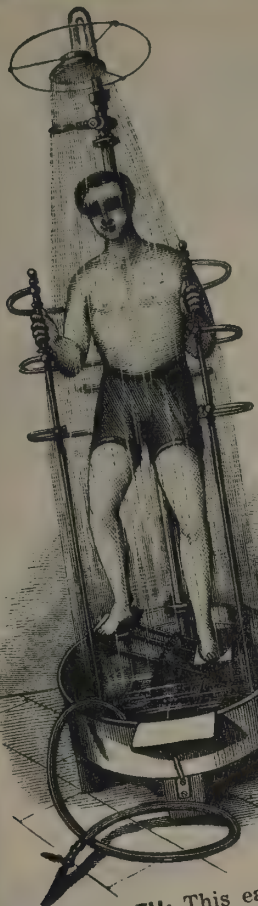
**EDW. K. TRYON'S GUN STORE**  
 MANUFACTURER & IMPORTER OF  
**SHOT GUNS, RIFLES, PISTOLS & GUNNING APPARATUS**  
 A large Stock at low prices  
 ALSO MATERIALS FOR GUN MAKERS USE, COLTS & ALLEN'S PISTOLS  
 631 North Second St. between Race & Vine Streets  
 2 1/2 SQUARES NORTH OF MARKET STREET. SIGN OF THE GOLDEN BUFFALO  
**PHILADELPHIA**

**BUFFALO ROAMED** the plains in this when Tryon's old gun shop was appealing to a man's instinct in advertisement. Many local youths in the middle of the century pulled up stakes and headed westward territory, seeking fortune and adventure.



**OLD-TIME ADVERTISERS** were on their toes. Here is one of the first examples of premium given away with a purchase. In this case a watch with a box of soap. Apparently it made everybody in the family very happy.





**SHOWER BATH:** This early model, being portable, could be moved to any room in the house—when company was not present, of course. After tub was hosed full of water the bather briskly teetered, thus pumping water into sprayer. Shower curtain cost extra but was well worth the difference.



**FASHIONABLE LIVING ROOM** in the '80's as pictured in an advertisement of the day. Our Victorian ancestors liked their quarters highly ornamented, jam-packed with tables, chairs, knickknacks and what-nots. Walls were hidden with pictures; overstuffed furniture was in flower.

## FAMOUS WIZARD WASHING MACHINES

### Description of the Wizard Washing Machines.

The tubs are made of selected cedar, the best wood known for washing machine purposes. Measurements are 22 1/2 inches inside diameter at the bottom, 21 1/2 inches at top and 12 inches deep inside. Height from the floor is 31 inches, just the right height at which to work conveniently. Inside and bottom are fully corrugated. A spout and plug is provided for drawing off the water. Hoops are electrically welded galvanized wire at the bottom and center, and a heavy flat galvanized hoop at the top. Cover is of two-ply construction, securely hinged to tub, and will never split or warp. Cover can be locked practically steamtight by a simple and strong cover catch, thus retaining the heat in the water for a long time. The mechanism is of the best quality gray iron castings which are cast from machined brass patterns. All bearings run on steel shafting, insuring long wear and easy and quiet running. All parts are interchangeable and can be easily replaced if necessary, and of course, if at any time any parts prove defective in material or workmanship we will replace the parts free of charge.

Fully guaranteed by us to be equal to any washing machine of a similar type on the market, regardless of name, make or price. Your money back if you are not satisfied. Don't forget these features. The only way to tell what a washing machine will do is to try it on several actual washings in your home, and in this way we want you to try our machines.

### Hand Power Washing Machine.

Hand Power machines are equipped with hardwood operating handle and double handle seat so machine can be operated in standing position as illustrated or by placing handle on other socket you can sit down and operate the machine. Operating this handle back and forth or up and down causes the fly wheel to revolve at high speed, which enables you to do the work quickly and easily. The fly wheel does for the washer what the fly wheel does on the corn sheller or feed cutter. A hardwood wringer board is fastened in position by galvanized malleable iron brackets and bolts so wringer can be attached.

No. 447513 1/2 Wizard Washing Machine for hand operation. Weight, crates for shipment, 95 pounds. Shipped from factory in CHICAGO or from Chicago store when other goods are ordered \$6.95

### Furnished in Four Types:

Hand, Water, Electric and Gasoline Engine Power.

\$6<sup>95</sup>



This is the most satisfactory washing machine ever sold by us. We have sold more than 75,000 of them, which testifies to their popularity and satisfaction giving qualities. You will make no mistake if you order a Wizard Washing Machine in any one of the types illustrated. Every machine is fully guaranteed and sold on trial. If after thirty days' trial you are not convinced that it is the most satisfactory machine you can buy, send it back and we will return your money, including any freight charges you paid.

**WASHING MACHINE**, circa 1914. A mail order house sold this business-like model for only \$6.95. It made a splendid Christmas gift for the Missus. Type shown in illustration was hand-powered.

\$2<sup>95</sup> EACH

No. 2473210

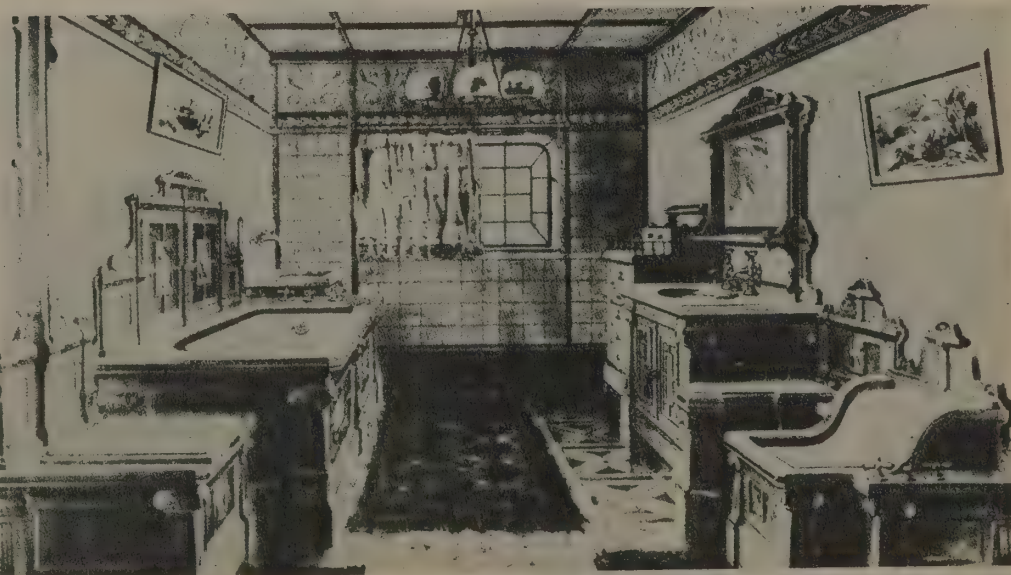
Your choice of four different color effects, as follows:

Myrtle Green.  
Brown and Green.  
Green and Red.  
Olive Green, Rose and Tan.

Mention which of these four color effects is wanted.

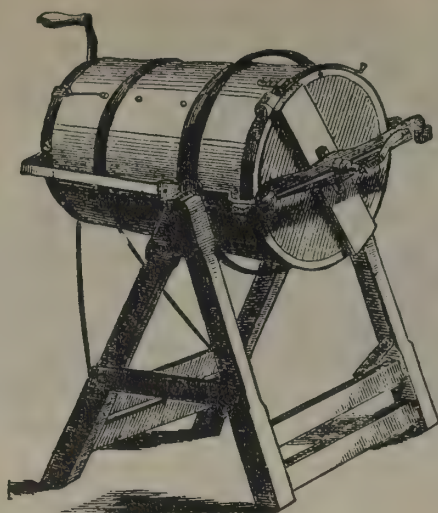
**Popular Velour Rope Portiere** of exceptional quality at a moderate price. Rich and massive looking. Made of 3/4-inch heavy velour cord throughout. A quality that will harmonize with high class home furnishings. Length, 7 feet. Adjustable to fit any space up to 6 feet wide. Shipping weight, each, about 8 1/2 pounds.

**ROPE PORTIERES**—all the homes had 'em thirty years or so ago. What adult can't remember that childish impulse, seldom resisted, of trailing the length of one in each hand when passing from room to room?



**BATH ROOMS** of 60 years ago sported elegantly paneled washstands with wooden framed mirrors. Closet below was an excellent place to hide a bottle of linament. Tubs were of zinc, or copper lined, before popular use of porcelain and enamel.





## TINGLEY'S PATENT HORIZONTAL ICE-CREAM FREEZER

Is recommended for FAMILIES, HOTELS,  
SALOONS, and WHOLESALE MANUFACTURERS

As the best Ice-Cream Freezer in the market.

It saves ICE,  
Saves TIME,  
Saves LABOR,

THIS FAMILY-TYPE ice cream freezer gives some idea of the average family's size in days of yore. No doubt it did save time and labor if there were six husky lads in the house. Ad recommends freezer for saloons. Maybe Uncle Looie was telling the truth: He WAS buying an ice cream cone!

## CHEAPEST ON EARTH.



No house can compete with us in this line.  
**We are acknowledged headquarters.**  
Investigate, Look where you may, compare our prices with those of any other concern and decide for yourself.

**This Carriage for \$2.68.**

Retails everywhere at from \$6.00 to \$9.00. Never before sold at wholesale by the dozen for less than \$4.00. We want your trade. We want you to advertise our do this. We have got to please you, and the way to do it, is by giving you more value for your money than you can possibly get elsewhere.

**READ OUR DESCRIPTION.**

ORDER NO. 20.  
This Carriage is made of white reed and maple, medium size, bottom 12 1/2 by 26 inches, oil cloth in bottom, seat only upholstered, solid bent handles, iron brace, iron axle, four steel springs, trimmings all nicely finished.

**Our Special Price, Without Top,**  
**Our Special Price, with Parasol, Silk, unlined, with scalloped edges.**

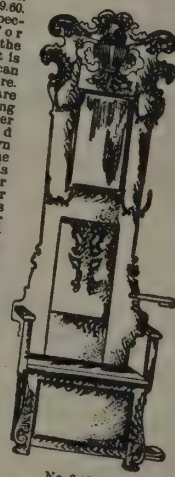
**OLD-STYLE BABY BUGGY** was handsome, economical, sturdily built with parasol, steel springs, iron axles, upholstered seat and solid, bent handles. Even in 1894 it was a bargain, all right, but as this dealer pointed out to baby carriage buyers, "We want you to become a steady customer."

\$2.68.  
\$3.42.



**Shelf Clock.** Oak finished hardwood case, 22 1/2 inches high, 14 inches wide. Runs eight days, strikes the hours and half hours on a wire bell. Fitted with alarm attachment. Guaranteed to be a fine timekeeper, and with proper care will run and keep perfect time for many years. Shipping weight about 18 pounds. Price.....\$2.84  
No. 579012 1/2

**SHELF CLOCK,** as advertised in a mail order catalogue about the time Teddy Roosevelt and his Rough Riders were rough-riding. Nearly all rooms had shelves in those days and clocks were just the article for them.



No. 9466. Hall Tree. Belongs to you for \$9.00. This hall tree is especially manufactured for wealthy homes, but the time has come when it is not only the rich who can afford elegant furniture. Our constant efforts are given toward knocking the props from under monopoly prices, and bringing them down within the reach of the masses. This hall tree is the visible evidence of our wonderful success in our undertaking. Through us you can vie with your richer neighbor and perhaps have even finer furniture than he has, paying only half what he paid. We will say further that this beautiful piece of furniture is made of solid quarter-sawn oak with a regular piano finish. The hand carving is unique and stylish in design. The imported plate mirror is 12 inches high and 12 inches wide. The seat is upholstered in red rubber. Metal holder. New hat and hat hooks. Fire height is 6 feet 6 inches, and width is 2 feet 6 inches. Weight 75 pounds. Our price, boxed and packed.....\$9.00  
A \$20.00 Hall Tree for \$11.55.

## The Greatest Thing in the World.

THIS COUCH IS WORTH \$15.00 OF ANY MAN'S MONEY.  
WE SHIP IT ANYWHERE TO ANYBODY FOR \$6.95



No. 9455. Made on a good strong frame, with easy spring seat and head. It is 60 inches long and 29 inches wide, and in design it is as fine as the finest. The upholstering is perfect and is complete with fancy tasselled fringe. If you buy this couch from us, you will not regret it. It is not just a couch, it is a masterpiece of art. As an article of furniture there is nothing more comfortable, more stylish, more desirable in every way. We make a special net inside the back of the couch, so that you can sit or lie down in perfect comfort. We know that this couch, if you buy it from us, will make you a customer for life. Our present stock is limited. When these are gone, we can get no more. If you want this special couch, speak out quick. Delay is dangerous when bargains like these are flying around. Our special price, packed free.

**COUCH, 1896 STYLE:** But this merchandiser went rather overboard in extolling it as "The Greatest Thing in the World." Everyone knows that's love.

\$6.95  
\$9.15  
\$10.15





**A DINING ROOM SUITE**, advertised in 1893. Massive heavily carved, it was typical of the type of furniture highly admired at the fin de siècle. Note the sideboard which in years to come was to go the way of the dodo.

a fine crushed plush. Our special price, 11.90  
in beautiful Wilton rug, as shown in the  
re. Our special price, 11.90



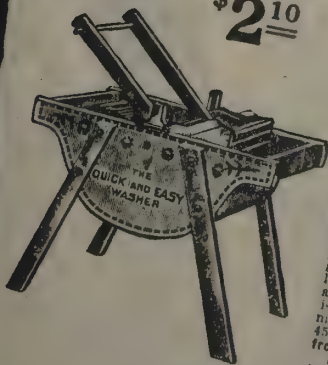
No. 9457. Single Lounge. Has some limitations but nothing in the market equals it. The fact that it is compared with the best of its kind and value is a high-class design, heavily carved, strongly constructed, made to be used as well as to be looked at. Upholstered as follows:—  
Cotton Tapestry  
Brussels Carpet  
Imported Cushions  
Crushed Plush  
Silk Tapestry

**SINGLE LOUNGE**, of about 1896 A.D. The miss whose family had a single lounge in the parlor did not necessarily remain a single miss, for two could snuggle upon it quite cozily despite its name.



**THIS BED**, exhibited at our Centennial Exposition, could be lifted even by a small, frail woman and converted into a bogus closet—just like that!

No. 44T7530 1/4  
**\$2<sup>10</sup>**



**QUICK AND EASY WASHING MACHINE.** Built expressly for us and guaranteed equal in finish and material to any machines of this type usually sold. The sides are each made of one piece of selected lumber. Bottom is made of one leak. Bottom rubber is securely attached and will never leak. Bottom rubber is mounted on flexible strips and is easily removed for cleaning. Nicely finished in natural wood, measures 19x13x13 1/2 inside measurements. Fully guaranteed. Shipping weight, 45 pounds. Shipped from factory in INDIANA, or from CHICAGO when other goods are ordered.  
No. 44T7530 1/4 Quick and Easy  
Washing Machine. Price, \$2.10

**WASHING MACHINE** of another sort—and they never did come much lower than **THIS** in price. Wonder if easy credit terms could be arranged?

**This Four-Piece Bedroom Suite**  
Only **\$28<sup>55</sup>**



**FOUR-PIECE BEDROOM SUITE** seems quite reasonably priced. No wonder so many folk sigh for the good old days before world wars got under way.

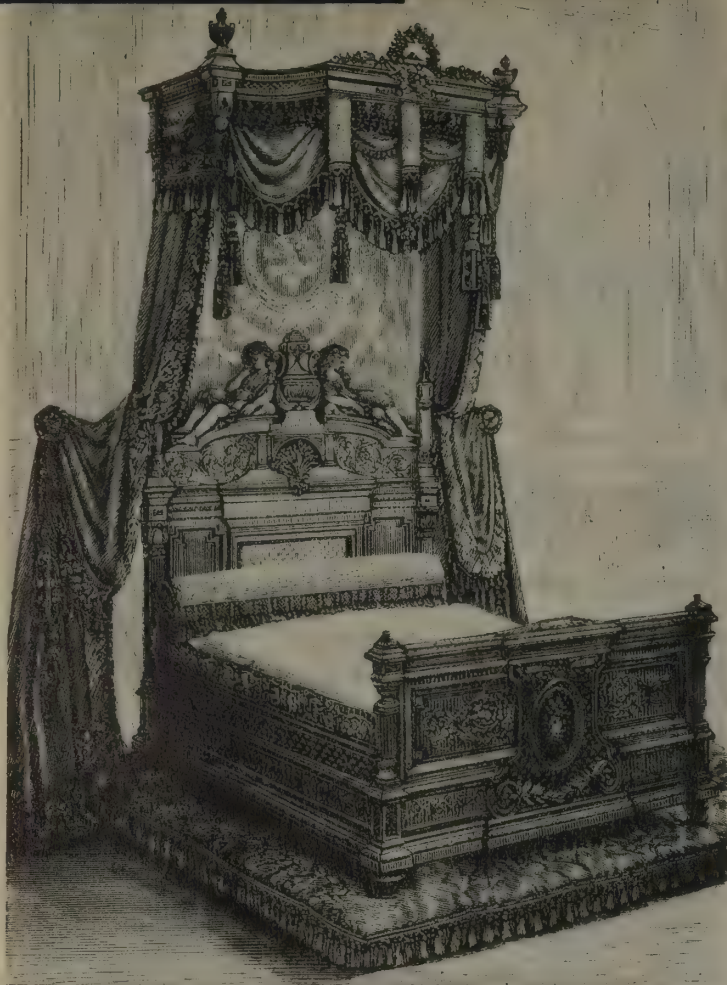


PRICE LIST OF GAS RANGE, WITH LOW BROILING OVEN, AS ILLUSTRATED

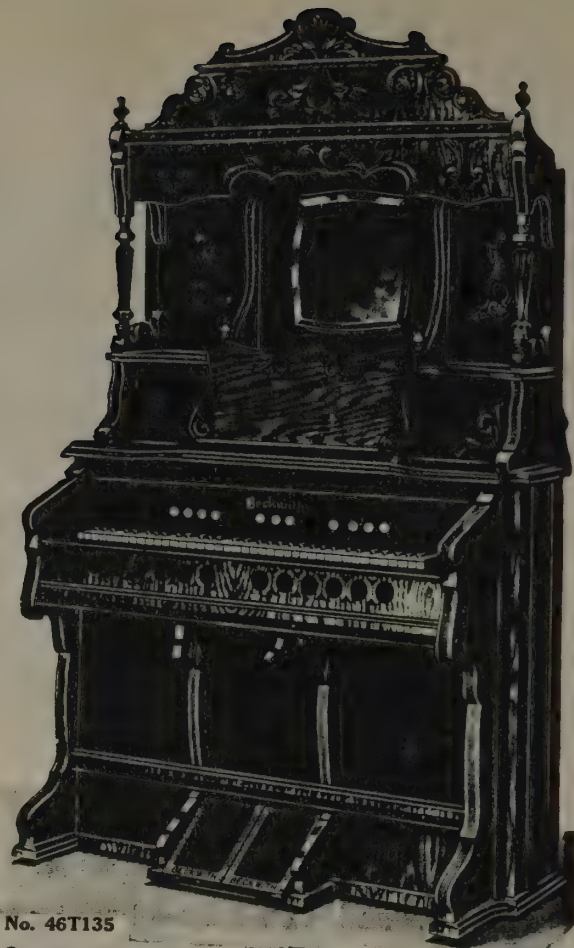
Catalog No.	Price for Manufactured Gas	Price for Natural Gas	Size of Cooking Top, Including End Shelves, Inches	Baking Oven, Inches		Broiling Oven, Inches	
				Width	Depth	Width	Depth
21815	12.73	13.23	33 1/4 x 22	18	17	16	17
21816	13.75	14.25	35 1/4 x 22	18	17	16	17

**GAS RANGE** of the years just before First World War. A four-burner job with oven and broiler. Elaborately decorated. Some of these ranges doubtlessly are still in excellent condition, still "cooking with gas" as the saying goes. This was the day of the quarter gas meter and bike-riding meter reader.





"AMARANTH BEDSTEAD" was a dazzling, canopied piece that caused many an "Oh!" and "Ah!" when exhibited at the Philadelphia Centennial. Owners of beds such as these didn't have to count sheep to woo slumber. They could speculate on the canopy tassels dangling above, or try to conjure up the restful likeness of President Cleveland.



No. 46T135

\$42<sup>85</sup>

THE IMPROVED  
Parlor Gem Organ

FOR ONLY \$42.85, a parlor organ (improved) could be delivered to the home three score years ago. Then the musician of the house could render such a tune as "Alice Ben Bolt" when folks dropped by for a taffy pull. Center mirror must have been a detraction from the keyboard, but organist could always see who made faces behind her back.



No. 44T7552½

\$49<sup>75</sup>

### LIBERTY ELECTRIC WASHER.

Complete with a guaranteed electric motor, reversible wringer, belt and all connections ready to run. Simply screw attachment plug into any electric light socket and turn on power. Price includes motor for 110-volt, 60-cycle alternating current or 110 or 220-volt direct current. Motors for other power will cost extra. Be sure to order motor for electric power you use. Ask your electric light company. Shipping weight, 165 pounds. Shipped from factory in CHICAGO.

No. 44T7552½ Liberty Electric Washing Machine.

\$49.75


EARLIEST ELECTRIC WASHERS appeared about the time Kaiser Wilhelm's men were invading Belgium. The first ones were rather alarming looking, suggesting miniature concrete mixers and just about as noisy. But the housewives, understandably, were mad about them and they sold by the thousands.



OLD-STYLE TYPEWRITERS took up more room than a modern desk. The stenographer above, on first squint, might easily be mistaken for a harpsichordist at work. You pushed down here, the machine went 'round and the writing came out there—away up on top. Observe how this bustling office worker had to ride the chair side-saddle.



**THE BELL TELEPHONE COMPANY OF PHILADELPHIA**



**GENERAL OFFICE,**  
1111 CHESTNUT STREET.  
**EXCHANGE OFFICE No. 1,**  
N. E. COR. FOURTH AND CHESTNUT,  
FIFTH FLOOR.

**MANAGER,**  
T. E. CORNISH.

**EXPRESS.**  
PHILADELPHIA & READING, 621 Chestnut Street,  
Broad and Callowhill.

**HOTELS.**  
CONTINENTAL,  
GURD.

**FIRE PATROL.**  
511 ARCH STREET.

**MISCELLANEOUS**  
E. O. THOMPSON, Merchant Tailor.  
ALLEN, LANE & SONS, Grain Elevator.  
CHAS. M. TAYLOR & SONS, Sugar Refinery.  
MCKEAN, NEWELL & BORD, Bankers.  
DELAKE & CO., Bankers.  
BANK OF NORTH AMERICA.  
PINKETON DETECTIVE AGENCY.  
J. W. SMITH, Bookbinder.  
T. E. CORNISH, Bookbinder.  
J. H. GOODMAN, Bookbinder.

**SUBSCRIBERS.**

**PENNSYLVANIA RAILROAD COMPANY.**  
FRANK THOMPSON, General Manager.  
L. P. FARMER, General Passenger Agent.  
C. E. CLEMENT, General Baggage Agent.  
W. W. WIMER, Freight Agent.  
J. N. ARNEY, Eastern Passenger Agent.  
FREIGHT DEPOT, FIFTEENTH AND MARKET.  
GRAIN DEPOT, THIRTIETH AND ARCH.  
No. 8 WALNUT STREET.  
THIRTY-FIRST AND HAVERFORD STREETS.

**DELPHIA, WILMINGTON & BALTIMORE R. R. CO.**  
P. KENNEY, Superintendent.  
A. DADMON, General Ticket Agent.  
N. WILSON, General Freight Agent.  
ADE, Master Transportation.  
ILSON, Freight Agent.  
DEPOT, SOUTHWARK.

**IA & READING RAILROAD COMPANY.**  
ELL, General Freight Agent.  
AND CALLOWHILL.  
T WHARF.

**PLACE CAR COMPANY.**  
General Superintendent.  
MARKET STREET.  
THIRTY-SECOND AND MARKET STREETS.

**INSTRUCTIONS.**

To signal, push up the knob underneath the bell call, turn the crank briskly; when the reply comes, turn the switch to the right and speak naturally, slowly, and distinctly, placing the mouth close to the Telephone, lightly touching it with the lips. When listening, press the Telephone close to the ear, and hold it there until the conversation is ended. All conversations should close by exchanging the signal "O. K."

The Central Office will signal you by ringing a certain number. In order to be able to receive a call from the Central Office, your Telephone must be hung on the hook; otherwise, the bell is cut out, and no signals can be received.

**Report interruptions promptly.**

**TERMS.**

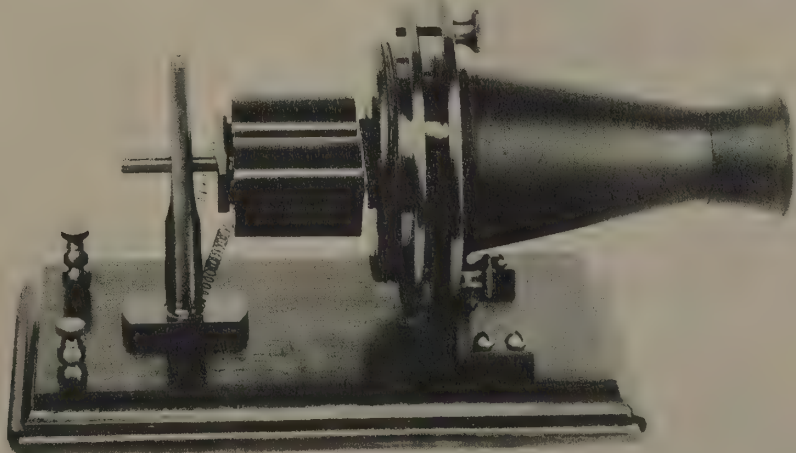
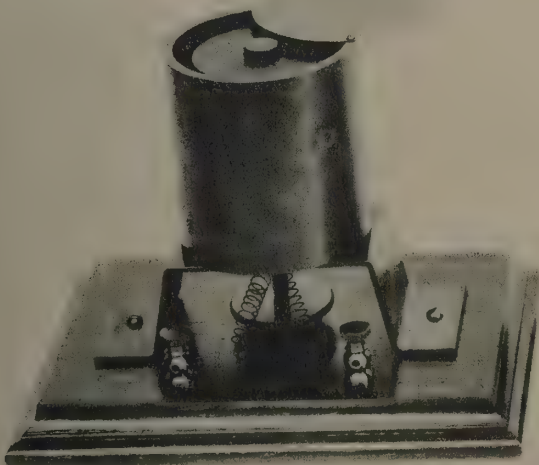
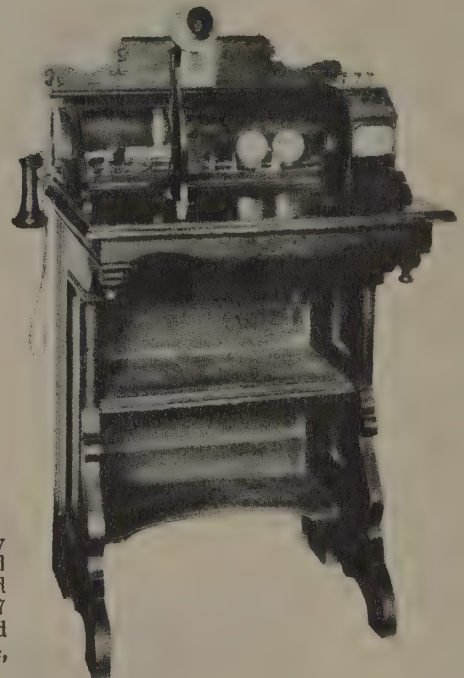
Telephones are introduced at the Company's expense, and a monthly rental charged for the use of the same.

Any subscriber can be put in direct speaking communication with any other subscriber.

You can send a message by Telephone to the Central Office, with directions to deliver it at any point. Time occupied in such service will be charged for at the rate of thirty cents per hour. No charge less than ten cents.

**ONLY 4 PAGES** constituted Philadelphia's first telephone directory in 1879. Shown above, it was tied together with a silk cord like a dance program. There were no telephone numbers; the phoner merely asked for his party by name. Telephone salesmen canvassed the city seeking subscribers, offering many weeks of free trial as an inducement.

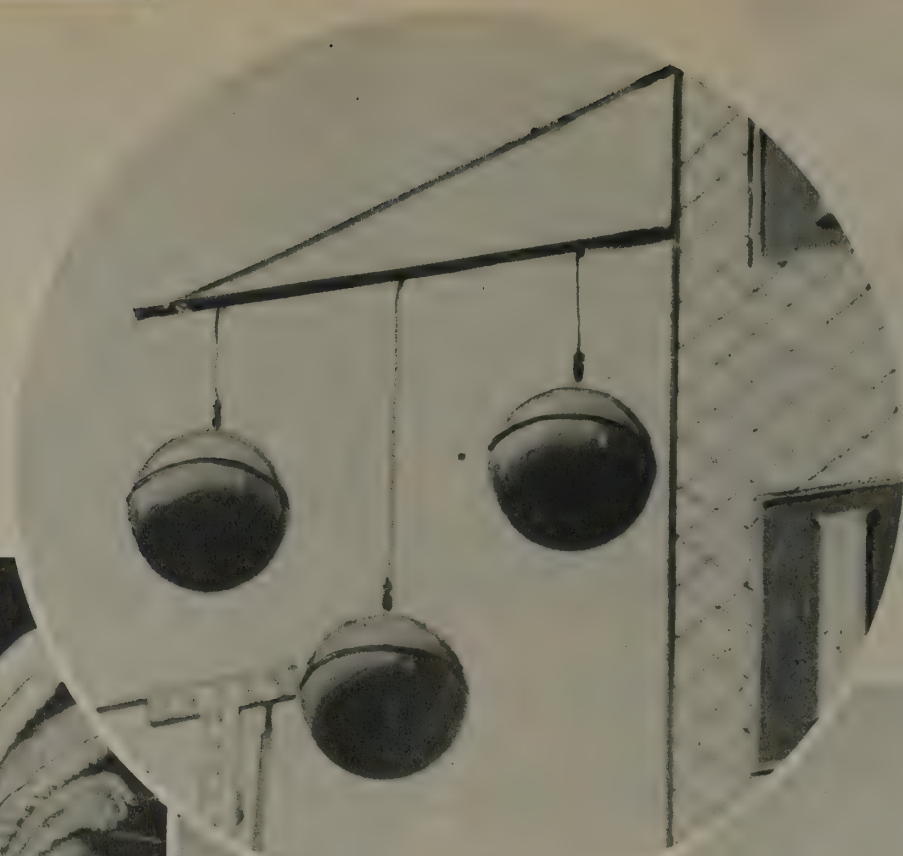
**PAY STATION**, of the type used in this city about 1910 (at right.) It resembled a small writing desk. The operator was called "central." Last fall there were 530,137 telephones in service in Philadelphia and 47,970 additional applications still on file, the war period backlog.



**FIRST TELEPHONE**, exhibited in Philadelphia at the Centennial Exposition in June, 1876. Alexander Graham Bell, born just a century ago, had completed his early experiments in the previous year. A teacher of deaf and dumb pupils, Bell originally wanted to apply the ideas of Helmholtz, German scientist, and make a telegraph wire carry several messages

by vibrating tuning forks but eventually he visioned "talking wires." He hit upon the principle of reproducing talk by having a transmitter diaphragm move an armature in the field of an electromagnet, generating a talking current in its coils.

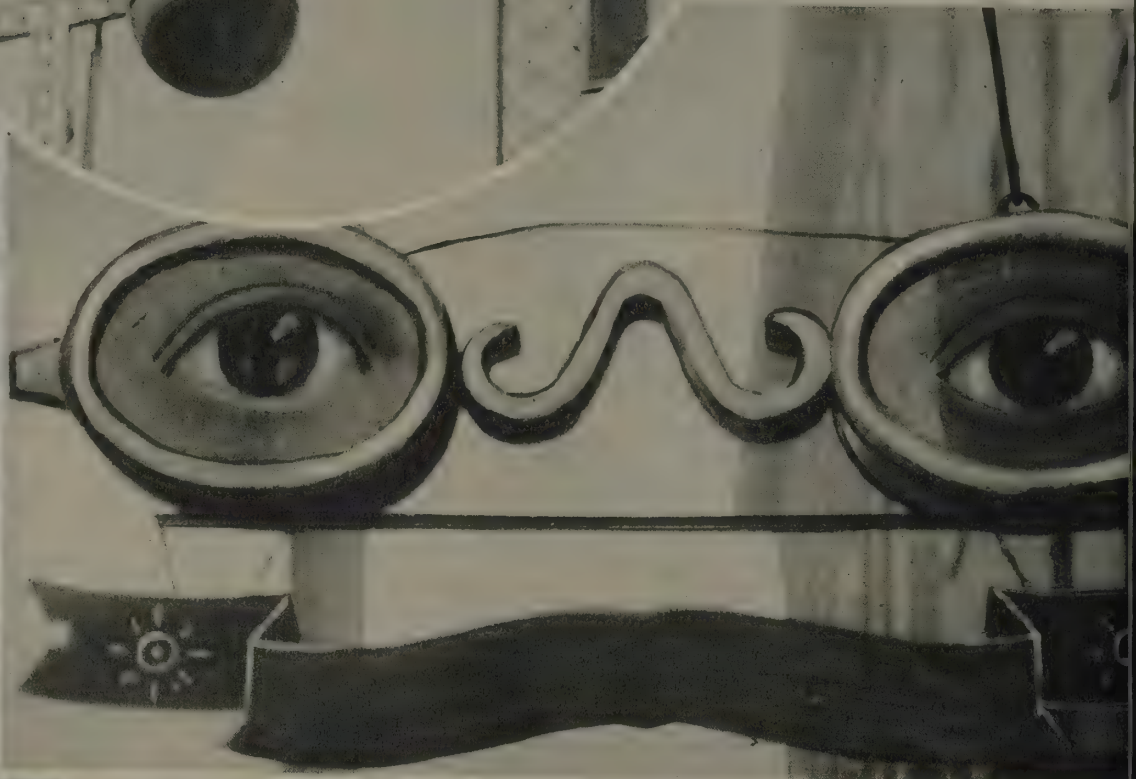




**OVERHANGING SIGNS**, symbolic of businesses and trades, came to the city with early settlers and added color to our streets. Such practice can be overdone, however, as the modern city realizes. As early as 1769 an ordinance prohibited the raising or maintaining of signs, boards, poles or other devices which extended from house fronts into the thoroughfare. Innkeepers were exempted. Old pawn shop signs (at left) have a significance dating from Medieval times.



**THE WOODEN FORMS** of cigar store Indians once were numerous throughout Philadelphia the special pride of tobacconists. In later years they became a collector's item and now there are only one or two to be found in the whole town.



**OLD OPTICIAN'S SIGN** (above) hung over a Philadelphia shop for many years. If your eyesight was so poor you couldn't see it, then you needed glasses indeed!

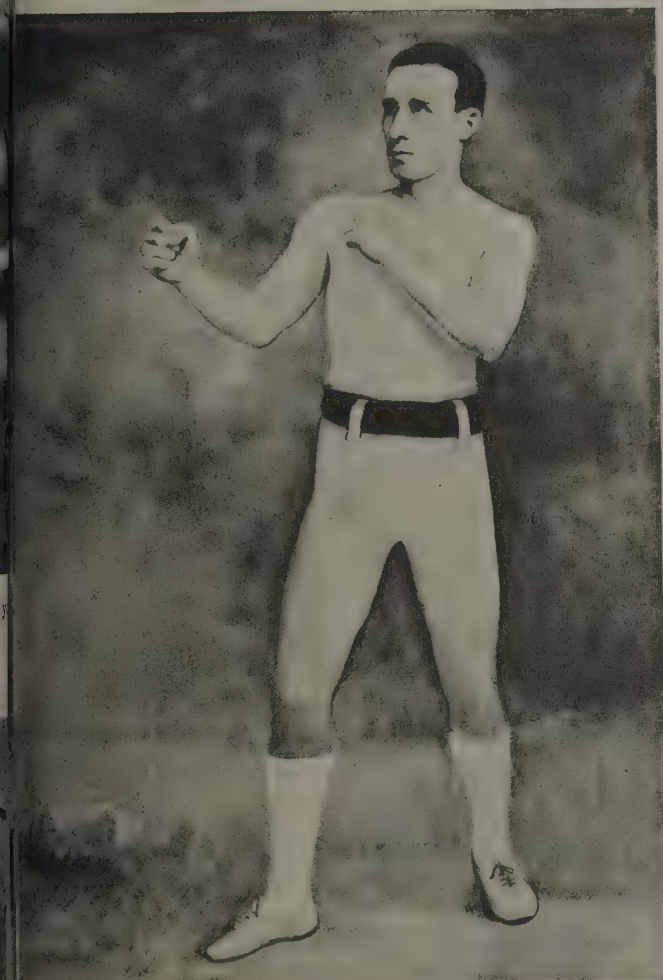
**AN INTERESTING SIGN** recalling the originality and variety of earlier times was this old symbol (at right) favored by a basket-weaver on a downtown street. Those who saw it seldom forgot it.







**MPSEY-TUNNEY** fight in Municipal Stadium, September 23, 1926, during the Sesqui-Centennial was the greatest boxing bout ever staged in Philadelphia. A new heavyweight champion was crowned when scientific Tunney received a unanimous decision after ten rounds. Gene made the decision stick at Chicago the following year in a return bout.



**ACK FOGERTY**, above, fought a 15-round bout here with the reigning world's champion of the day, Jack in the early '70's. That was the era of the bare knuckle fight, before Queensberry rules. At the time, an old sketch of two prizefighters of colonial days. Fighting then was dirty, tricky and rough; few blows were barred. It was a gruelling contest of many rounds the contestants thought themselves lucky to receive a bottle of whisky and a five-dollar bill apiece.



**ONE OF THE MOST FAMOUS** fight pictures in the world was painted here in 1899 by the Philadelphia artist, Thomas Eakins. It now hangs in the Museum of Art on the Parkway. Not only is the scene a local one—the old Arena at Broad & Cherry sts., but all the principal figures shown in the painting were Philadelphians. Most of them were alive until recently. The fighter is Billy Smith. In his corner, Billy McCarney. Holding towel, Elwood "The Old War Horse" McCloskey. Timer, Clarence Cranmer, a newspaperman and friend of Eakins.



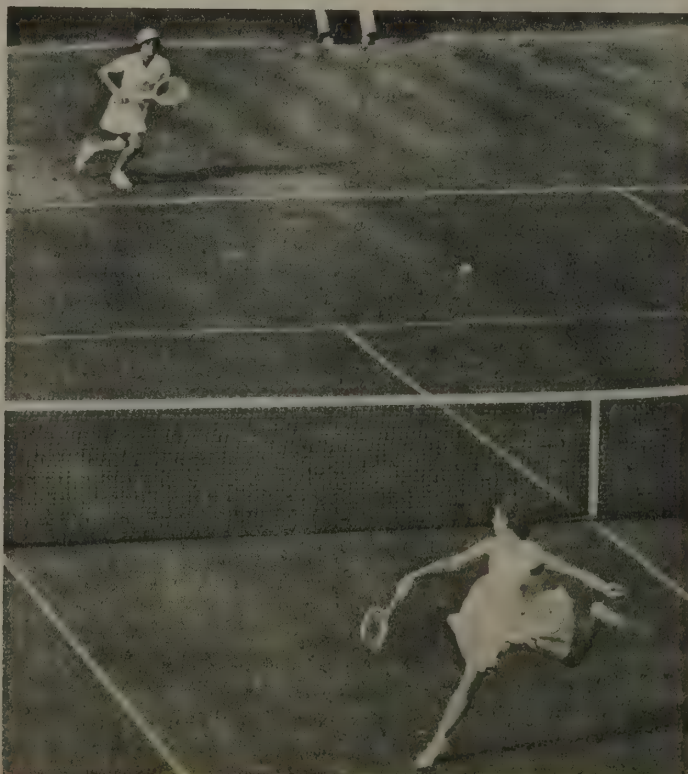




**TENNIS IN THE 1870's** from an old drawing. Rackets resembled those now used in other net sports: the accent was more upon dress and decorum than active play, it would seem. Flashy, striped socks and knitted hats were the mode for men; as for the ladies — the marvel is that they could have batted the ball at all, encumbered as they were. By the century's turn the tennis he-man (below) had shed his coat. But not his mustache.



**EVEN BY 1895** players of tennis still looked like figures in fashion plate, although by that time rackets began to resemble the shape we recognize today for the sport. Still, the game was slow and solemn, replete with polite repartee and gallantry, particularly where mixed competition was concerned. Ladies fluttered about the lawn with more grace than net precision. Nevertheless, Philadelphia was now becoming one of the most tennis-conscious cities in the world, a reputation it still holds.



**TENNIS TODAY**, a game of zip and speed that would have made Grandma's eyes pop, no less for its action than for the sports costume of the modern miss. Had the old gal been attired like this she, too, would have shown to advantage on the court, what?





**WHEELMEN** of the Germantown Bicycle Club get ready for a race down the Wissahickon Valley in the 1800's. A leader summons club members and keeps them in line with blasts on his brass horn. Observe the chin-on-saddle resting attitude of the contestants. The old fashion high front wheel was still in vogue at this time; considerable skill was required to operate these devices. Falls were frequent, painful. Philadelphia was known the country over for its bicycle clubs.



**DERNIER CRI** in milady's bicycling costume, circa 1897, as worn by girl on right. Such dress was still considered rather daring as may be guessed by studying disapproving appraisal of bloomers, high-top gaiters by girl on left, more conservatively attired.



**THIS BELLE**, below, propelling her two-wheeled vehicle by hand and foot, apparently has all to herself this group of gallant wheelmen. Girls on sidewalk eye her enviously. The illustration below appeared in Harper's Weekly in 1884.

**WHEELING** today along Wissahickon shows considerable improvement in bikes and feminine apparel, all for the better, wouldn't you agree?



**BIKE RACE** in 1947 finds contestants zipping around fast track on light machines, at speeds undreamed of three score years ago.







**WILLIAM PENN FOUND THIS AREA** teeming with wild life, history tells us. In his early letters back to England he wrote enthusiastically of the reed birds, ducks, teal and wild turkey to be had for the shooting. All that one needed for the most replete larder was a gun and a dog, boasted Penn. The now extinct passenger pigeons flew in great numbers over what is now Philadelphia, clouding the sky. Wild game abounded in this locality as late as 1852, date of the above sketch showing nimrods at work on the reedy waters of the Delaware. At right, modern hunters near Bristol, also along the Delaware banks where teal and pintails are still to be found.



**REGATTA ON THE SCHUYLKILL**, back in the early 19th Century, is pictured in this interesting sketch in which the river looks amazingly straight but narrow, its banks unrestrained. Bon House Row was just a mud bank; the present parkland was owned by private individuals. Boating and rowing even then were popular sports. Regattas on the Schuylkill now attract thousands of spectators. These waters have produced more than one World Champion sculler.





**LADY GOLFERS** in 1901 as a prominent group posed for their photograph. The costume they fancied for the links would have been highly discouraging to a modern golfing miss such as the one snapped as she drives the ball, above at left. In that former day the women wore long, heavy woolen skirts, feather-trimmed hats, high stiff collars, as they meandered around the course. Despite their old fashioned get-ups, many of the sportswomen pictured above played top-notch golf and helped bring the game to its present distinction and popularity.



A golfing foursome the year 1947.

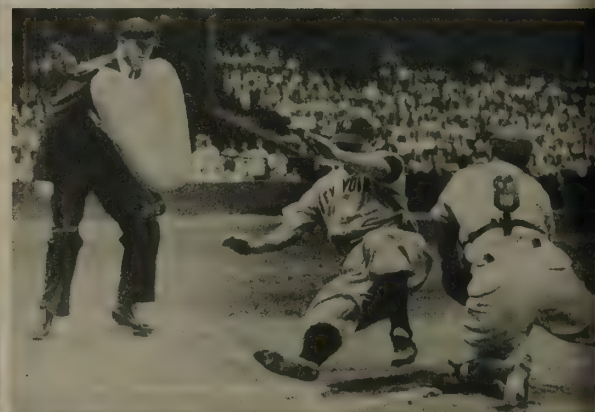
**ACTION SHOT** on the links a generation ago. Female garb on the golf course had become a little more simplified than it appeared in the older photograph at top of page but still was no help to the game on a warm day. The modern lass, freed of cumbersome, non-essential clothing plays golf with an abandon unheard of in the 1900's. Perhaps this is one reason why the ladies in increasing numbers have taken to this as well as other sports in the ensuing years. Outdoor activity has become as much a part of life for many contemporary women as rocking a cradle was for their ancestors, a half century ago.







**BASEBALL IN THE 1860'S** was still in swaddling clothes, as the sketch above, portraying a game between the Athletics and the old Atlantic team of Brooklyn, indicates. (Nobody had yet referred to the latter gentlemen as "Dem Bums.") But ladies did not attend games; umpires were yet to come. The Bulletin seldom dealt with baseball games in its columns at this time, in contrast with the present when the final, 4-star edition reports results of many games each afternoon throughout the season, illustrated by action shots such as that pictured at right.



**BASEBALL IN PHILADELPHIA** had come into its own by 1888. Photo above shows the Phillies team of that year. Thousands of fans were going out to see the games now players were becoming heroes in song and story. Some of the players of this era are still legendary figures. At left, rare old photo of Olympic Ball Club quarters, 25th at Jefferson sts., where local baseball was born in 1833. Picture was snapped in 1880 about the time the word "baseball" was adopted. Previously it had been termed "town ball" or "rounders."







**OLDEST ARCHERY CLUB** in America was the United Bowmen of Philadelphia, an organization founded in 1825. It remained an active group until the last member died in the 1890's. Members set up their first shooting range in what is now Fairmount Park. They were particularly proud of their uniforms featuring big pancake hats.

**MODERN ARCHERS**, devotees of an ancient sport that has changed so little through the years. Our city boasts a number of bow-and-arrow organizations still. Young ladies in college are particularly partial to this bicep-toughening pastime.

**CRICKET**, illustrated below in a modern along with an old-time picture, was once a leading Philadelphia sport. Large crowds watched the dozen or so crack teams organized here that met the best competition the world could offer. Now the game is mostly a minor sport at a few colleges.



**IN THAT AGE** of lengthy dress, a half-dozen petticoats and the bustle, a girl's best friend was the game of croquet. It required a minimum of exercise, allowed for interims of light conversation and was just what the doctor ordered for a peaceful Sunday afternoon in the 1880's working up as it did an appetite for a strawberry sundae. Local girls now report that they find the game rather uninspiring.





## CHAMPIONSHIP FOOT BALL

PENNSYLVANIA  
VS.  
PRINCETON

SATURDAY, 4th NOVEMBER, 1893

AT 2 P. M. AT

**MANHEIM**

ADMISSION \$1.00

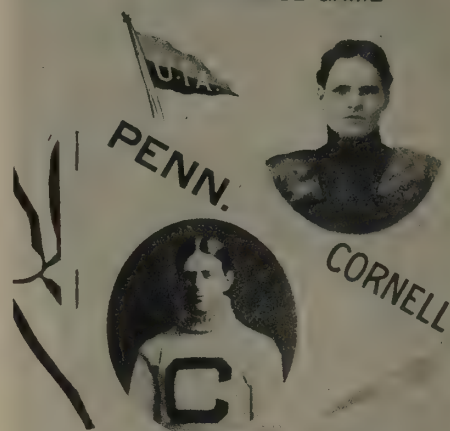
**DO NOT MISS THIS GAME**

TAKE PENNSYLVANIA RAILROAD TO QUEEN LANE STATION  
PHILA. & READING R. R. TO WAYNE JUNCTION.

**GAME OF FOOTBALL** was once a gentleman's sport exclusively, as old drawing above from Harper's Weekly, August 1, 1857, illustrates. This is the start of a match between an elegant college sophomore class, in their high hats, and the lowly freshmen, small but determined in their caps. (We hope the frosh licked 'em.)

**OLD POSTERS** in the 1890's ballyhooed forthcoming games in loud style. Penn staged its contests at the Manheim Cricket Club in Germantown and presumably the clashes were so mild that the cricket fields and tennis courts were unimpaired. On Cornell program at right, the most amazing feature is the campus restaurant ad at the bottom. You could get a full course meal there for—yes—15 cents in '99!

CHAMPIONSHIP  
FOOT BALL GAME



THANKSGIVING DAY, 1899  
Franklin Field

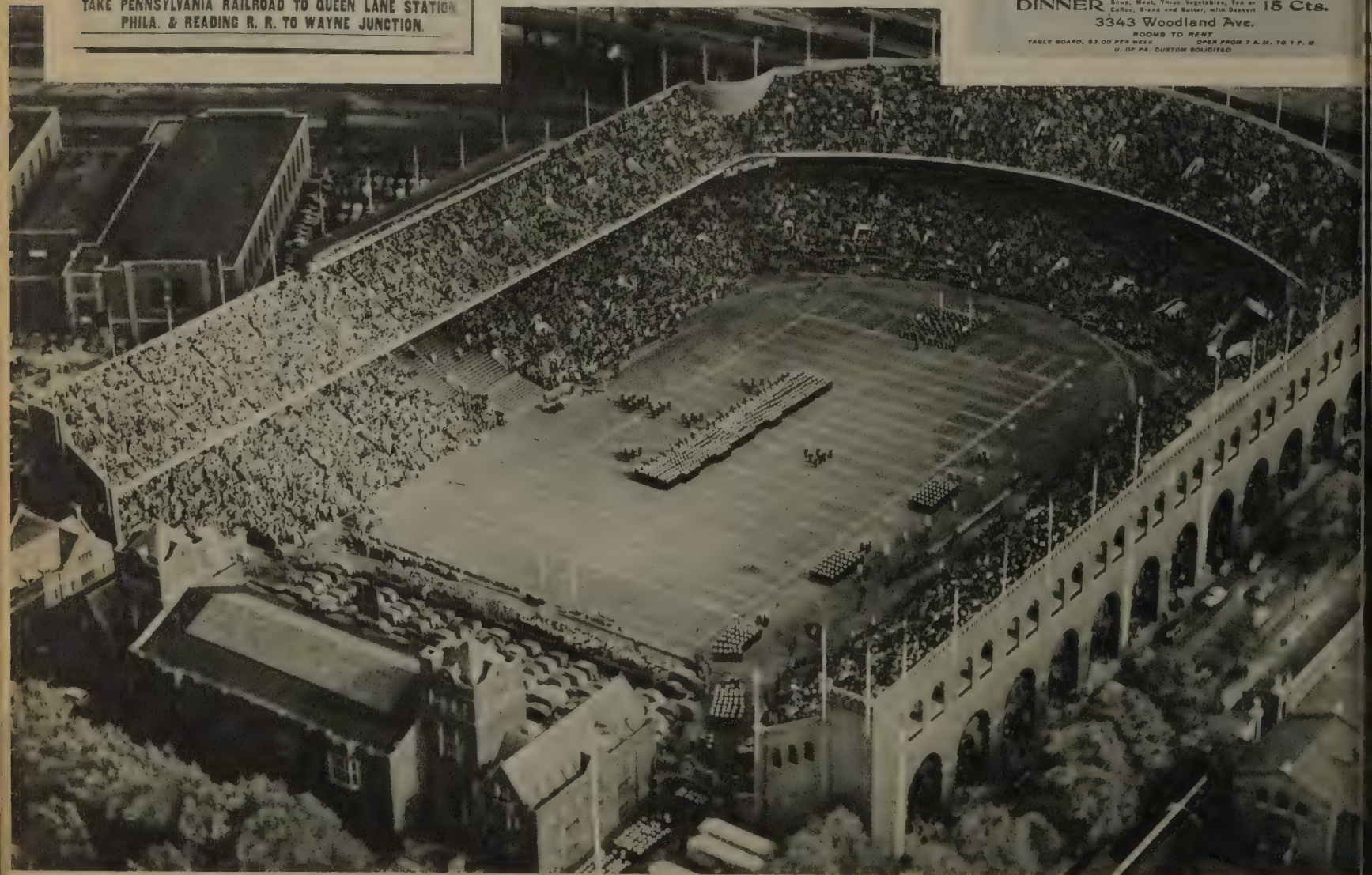
**SEIDEL'S RESTAURANT**

Is the place to get a FULL MEAL for 15 cents

**DINNER** Soup, Meat, Three Vegetables, Tea or Coffee, Bread and Butter, with Dessert 15 Cts.

3343 Woodland Ave.

ROOMS TO RENT  
TABLE BOARD, \$3.00 PER WEEK OPEN FROM 7 A. M. TO 7 P. M.  
U. OF PA. CUSTOM SOLICITED



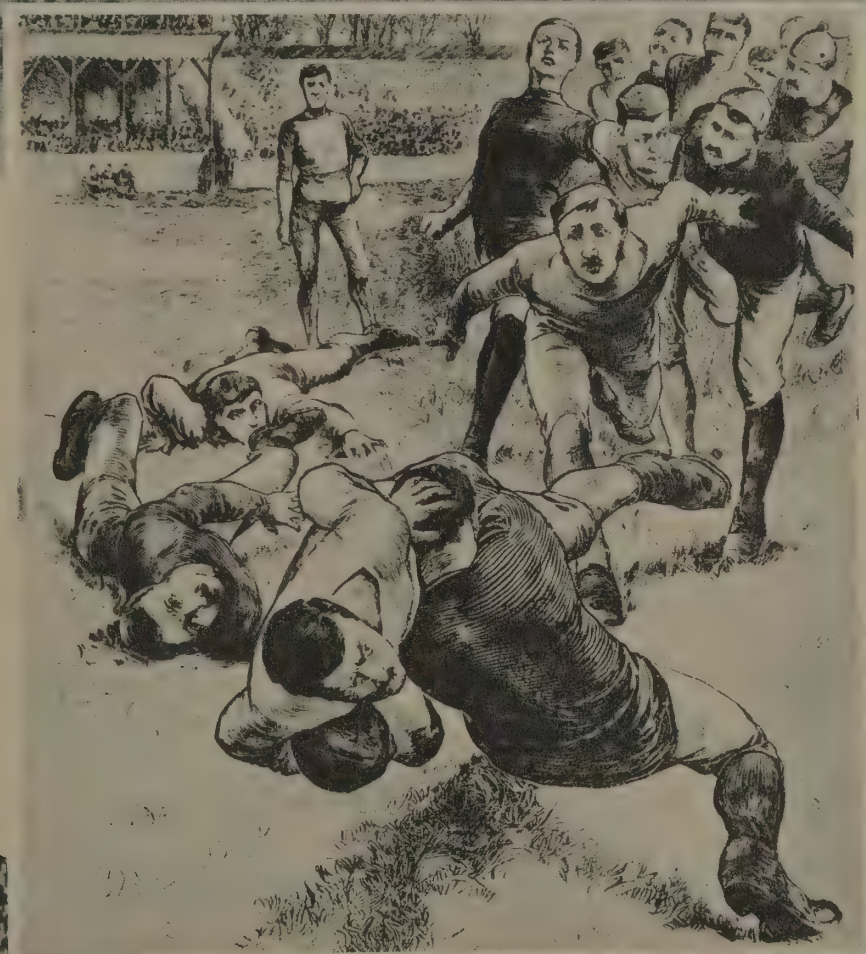
**FRANKLIN FIELD** sees throngs of 75,000 and more watching the big matches, such as the annual engagement with Navy, pictured in the aerial photograph above. The midshipmen are just arriving and parading onto the field. Penn is one of the national leaders in attracting spectators.

Yet any game that drew 5,000 watchers at the turn of the century would have merited big headlines indeed on The Bulletin sporting page. Many of the other fine college and professional teams in the Philadelphia area likewise attract throngs of sporting fans now.





FRANKLIN FIELD in earlier years (above). Old photograph shows football practice of such plays were to make Penn one of the most respected gridiron teams in the land. The game was simpler but rough; the fine points of gridiron science we now look for were yet to come. Wooden stands for spectators, located elsewhere on campus, preceded the vast West Philadelphia stadium, one of the most famous in the country, scene of many a clash between Penn and its Ivy League rivals.



**ROUGH** is right! This sketch dating back to 1893 shows a tackle being made or, as it was described at that time, the player was being "collared." Although the mode of play probably was little more strenuous than it is at present, note the light gear the youths wore which contributed to the hazard. It took a goodly crop of cracked limbs to bring about the protective uniforms since adopted. Note, too, the exaggerated poses which the gentlemen of yesteryear, even in the midst of stiff athletic activity, seemed able to strike.



**FROM SUCH BEGINNINGS** as portrayed above, the modern American game of football emerged, probably the most exciting sport in the world. Each Saturday throughout the season The Bulletin photographers snap decisive moments in these strategic conflicts, such as shown at left—stirring clashes of youthful brawn and brain. Tackles are clean and effective now by comparison with that shown at right, illustrating old fashioned high tackle, a crippling maneuver that gridiron officials of today would frown upon, to say the least!







**FASHIONABLE FENCING CLUB** for ladies in the 1880's. The foil-crossing sport was more exciting than a week of taffy-pulls. Although a damsel had little need for such art of self defence in those chivalrous days it did develop grace. But appropriate costume for this strenuous activity was rather hampering. While attending fencing classes, often taught by suave, continental instructors, the pupils removed their bustles although the heavy stays were left intact and these, along with the steel and bone of a gentlewoman's corset supports and the mask supplied her, offered ample protection. Only young ladies of stout heart participated in the boisterous pastime. Modern girls' fencing class at left.

**SKATING RINK** in the 1870's (at right.) Decorously, the gentlemen with their skin hats held their ladies, dressed in long, fur-trimmed skirts. Closing time was 9 P. M. sharp but even with the many strict rules, a careful female—or her mama—often preferred that she avoid these gas-lit halls in the evening and confine skating to the daylight hours.







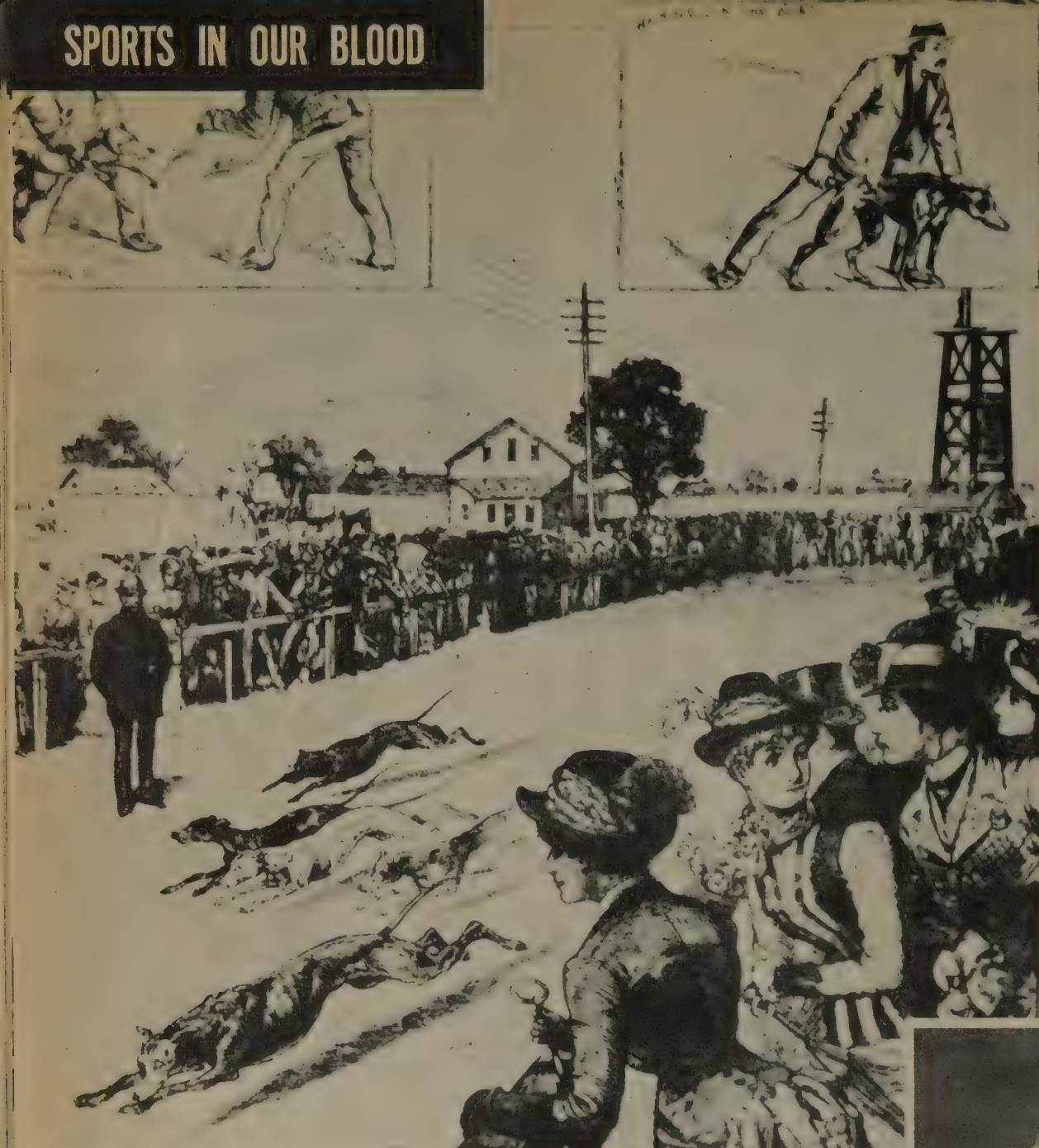
**IT IS EASY TO SMILE** at this sketch of lady bowlers in the 1880's, with their long skirts, frills and furbelows. Yes, they wore such costumes even to the bowling alley. But pause a moment, dear reader, and consider this: Fair sports enthusiasts like these were the forerunners of such athletic young misses as are pictured

below at left. And it was their determination to play active games in spite of hampering costume that custom forced upon them, which led to the development of sports for women in this country today. A salute, then, to the ladies of 1880. They were good sports if not yet good at sports!

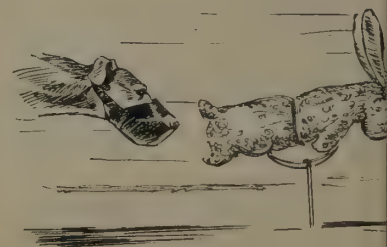


**ON BOWLING ALLEYS** now, the young miss is almost as frequent a player as the young man, and nearly as proficient. (All right, girls, we'll take back that "nearly") Anyway, she undoubtedly could give a few pointers to those bearded gentlemen at right, playing their game of ten pins near Philadelphia in 1870. In that day the bowling ball was thrown, rather than rolled.





**THERE'S NOTHING NEW** under the sun. Greyhound races were among the most popular features at fairs in years past. The above sketch shows such an event at the State Agricultural Fair held in Philadelphia in 1884. It was then the custom to wave red cloths in front of the dogs before they were turned loose on the track, in order to make them fleet and angry. The mechanical Br'er Rabbit had not yet been invented. It was not unusual for the hounds to sit down and scratch fleas in the middle of a race, or even leave the track altogether.



**MODERN DOGTRACK** near Philadelphia. With impressive grandstands, mechanical rabbits and other trap-pings the sport has twice the thrill it had in the '80's. (There are rumors, too, that some of the visitors at the track frequently wager a few dollars as to whether this bow-wow or that will win the race and not all of the spectators are on hand merely because they love animals and adore watching their graceful movement. But then that could have been true in the old days, also, for human nature changeth very little.)





**ICE SKATING** remains a popular winter sport in these parts. Thousands of Philadelphians eagerly scan *The Bulletin* on cold days to see whether ponds and lakes are ready and safe for spread-eagles, figure-eights.



**OLDTIMERS RAISED EYEBROWS** when they told of skating on the Delaware, but it really happened. Above sketch shows that phenomenon ninety years ago, during one of the coldest winters this city ever experienced. From December, 1856, until March, 1857, the Delaware was a frozen sheet. Thousands of Philadelphia and Camden folk skated, pushed skating chairs and had the time of their lives on its firm surface. Everybody was happy but the ferry people whose frowns were frozen on their faces. One reason the river doesn't freeze over today is because of its chemical content. Even at that, river ice breakers are kept busy at times in the stretches north of the city.



**WHEREVER** the snows of yesteryear may be, there no doubt you will find the sleighs of former times, once so commonplace on our streets. In a few isolated places in the outlying area you may still find a sleigh in the barn.

**THERE IS SOMETHING NOSTALGIC** about the horse and sleigh, now almost entirely passed from the local scene. But one Philadelphian, an eminent jurist, still finds opportunity for a bit of sleighing after a heavy fall, before the speedy plows set to work. This pleasant reminder of years gone by always creates a lively interest in those who watch him crunch by.





# FAIRMOUNT PARK



**OLD EXCURSION STEAMER** on the Schuylkill (above) returns to its snug harbor near Fairmount Dam, the starting point. The boat traveled as far as Manayunk. Thousands of our ancestors made this pleasant jaunt up and down river on a quiet afternoon. Wives prepared shoe-box lunches for their families and many a lady fair won her beau with her capacious basket containing all delicacies from sandwiches to angel-food cake. The modest little terminal building is crowded with men and women of yesteryear, all eager for their outing.



**STROLLERS VS. RIDERS** in 1876 (above) with a west bank view of Fairmount Park north of Girard Ave. Bridge. Many a fair hand was promised, many a sweet nothing uttered in this romantic setting. The steamer moves gracefully down the river, trailing its peaceful plume of smoke. Scullers are plying their shells even as they do today. The whole scene is reminiscent of some Old World parkland. Life had not yet speeded forward—the simple outdoor pleasures were known and appreciated.



**MONKEY HOUSE** at the Zoo several generations ago. As is true today, the visitors ogle the simians and the simians stare right back. Mutual curiosity. Our Zoo was the first in the country—one of the thousands of "Philadelphia firsts."



**THE SAME SITE** today, modernized but still popular with strollers of a Sunday afternoon.





**PICNIC IN THE PARK** a-la-late 1860's (above) and as the girls hold their more informal outings today (at right.) The ladies of the post-Civil War era relaxed only in the most elegant postures, or so the old-time artist would have us believe. Although some were daring enough to go boating on the Wissahickon, one wonders what they would have thought of their great-granddaughters with their shorts and open-toed shoes. Or that baby parked in his wire basket!



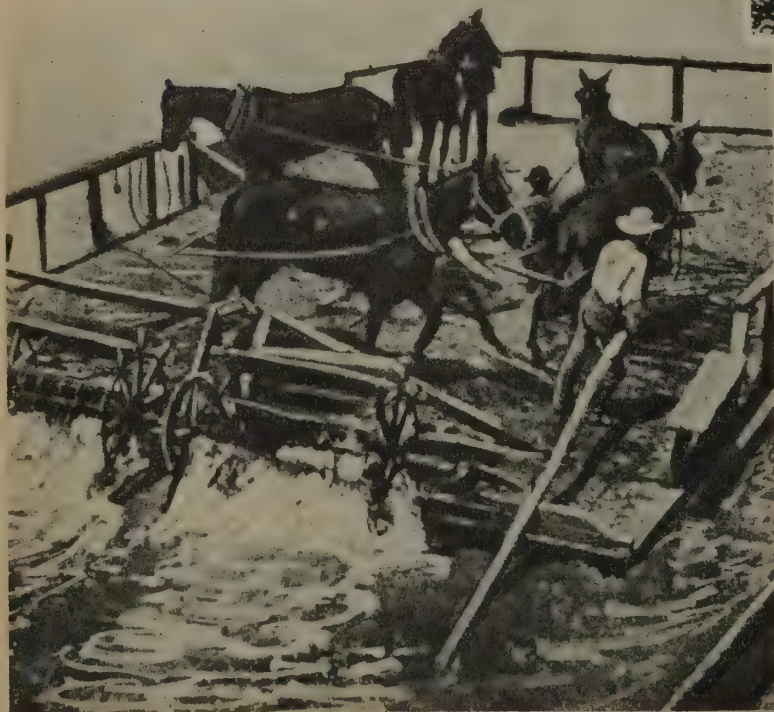
**FROM THE HEIGHTS** of Lemon Hill we look down on the Schuylkill Navy about 1880. Some of the oarsmen clubs which later built their club houses along Boat House Row today are in their third generation. Where the old reservoir (upper center) was located the Philadelphia Art Museum now stands.







**THE WORLD MOVED SLOWLY** in the first two centuries of our city's existence. Speedier transportation marked the coming of modern times. Streams and canals were early arteries of movement. Old canal boats were hauled by mules, as portrayed in picture above. Schuylkill Navigation Co.'s canal was in operation as early as 1823. The fare to Reading was \$2. On approaching low bridges the boatman tooted warning on a horn. Inns for canal passengers were built along the canal. At right, a drawing of the old canal locks at Manayunk, 1830.



**TRUDGING HORSES** once supplied power to move ferry boats across the Delaware. The animals walked around in circles and turned the paddle wheels on the stern of the ferry boat.

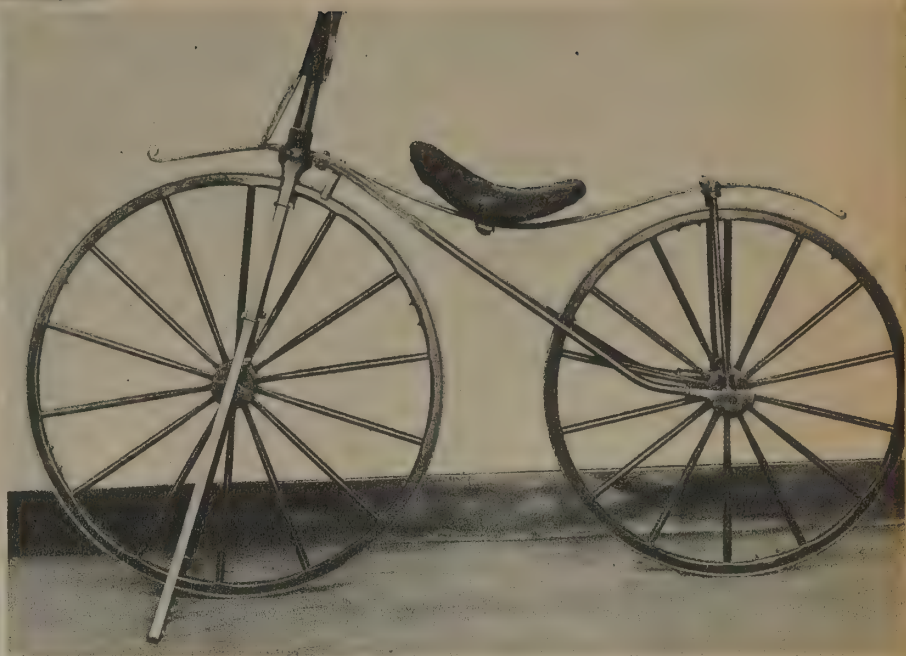


**HONEYMOONER'S CHOICE** was the old Cape May steamer which made excursions down the Delaware Bay from Gloucester. The round trip cost \$1.50. Print (above) made in 1852.

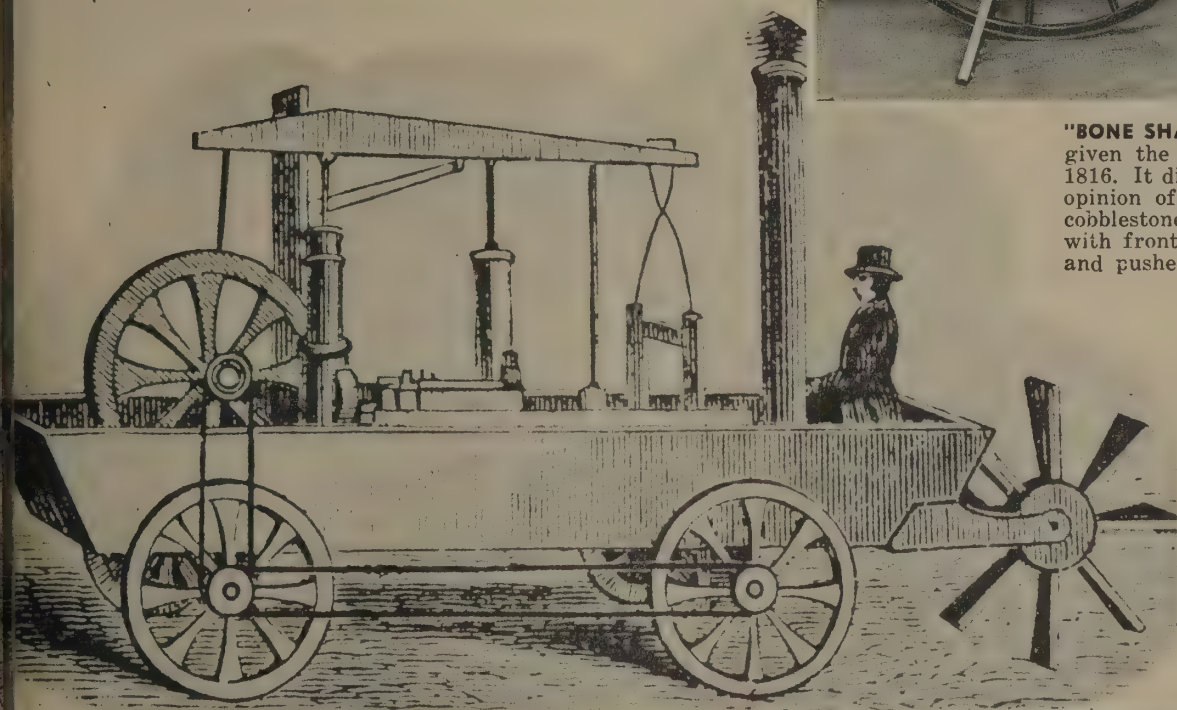




**THIS STAGE COACH** clattered over the pike between Philadelphia and Lancaster 150 years ago. Such travel was hardly a joy ride according to modern standards. Coach springs and upholstery were hardly a match for the rough, bumpy road. The din under wheels was added to by the banging of luggage above, on the roof. But, horseback or horse-drawn vehicles were the only means of transportation westward then.



**"BONE SHAKER"** was the appropriate, popular name given the Draisine velocipede (above) invented in 1816. It did just what the nickname suggests in the opinion of early Philadelphians who drove it over cobblestoned streets. It was the first 2-wheel bike with front steering. Pedal-less, the rider mounted and pushed with his feet on the ground!



**STAGE RACER**, of 1888 (below.) The front wheel by this time was being made smaller, with the idea of adding to the rider's safety.

**PHILADELPHIANS GASPED** in 1804 when Evan's Orukter Amphibolos (above) was demonstrated here. It was an amphibious vehicle—and it worked! Not only was it the first motor car on record but a steamboat besides. It chugged out Market st., around Penn Square, west to the Schuylkill, climbed in the river, steamed down to the Delaware and returned up the latter river. G.I.'s will think of it in connection with the "ducks" and "alligators" they used in the past war.



**CONESTOGA WAGON** of the early 1800's. Huge affairs, sturdily constructed these hauled the freight westward in days when Lancaster Turnpike was the gateway to new territory. Heavily loaded Conestogas often required eight or ten horses to haul them. They were the 10-ton trucks of the era.



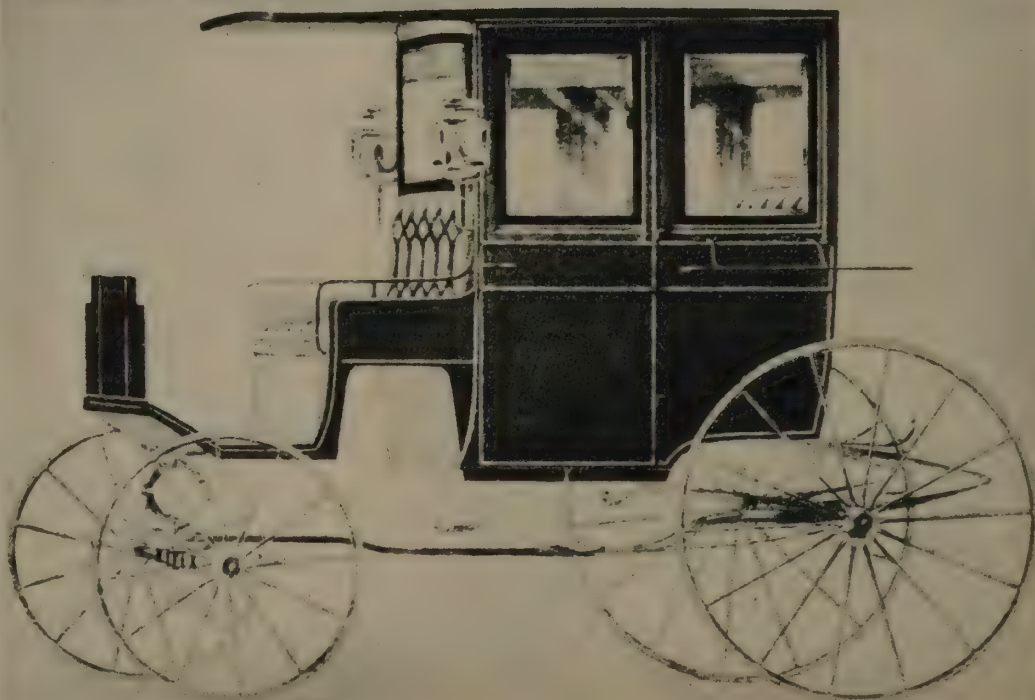




**A FOUR-IN-HAND**, the limousine of the carriage era. This painting (above) by Thomas Eakins which hangs in the Philadelphia Museum of Art portrays the height of individual transportation elegance. The owner—and he had to be a wealthy man to maintain such an extravagant vehicle—could take the reins himself, place his lady beside him and hie on a country jaunt with a party of friends behind him on the roof seat. Coaches of this type cost several thousand dollars. Very few remain in the Philadelphia area.



**SPORTS MODEL** of the 1890's was this extension top phaeton, sketched above. Very dashing it was, either with top up or down and the young blood who owned one cut quite a figure. Just the thing for a moonlight drive with Miss Right.



**A WELL-EQUIPPED COUNTRY HOUSE** sixty years ago could hardly get along without a vehicle such as the one pictured above, described in an ad of the time as "A modern American station wagon." Swanky, a fine finishing touch for the proper carriage house, it was enclosed to provide protection from the weather.





**LIVERYMEN** were the "garage mechanics" of yesteryear. The worker, above, is currying a horse and trimming its fetlocks with the latest gadget of the day. These were the times when stables all over Philadelphia served comparatively the same purpose that garages do now; when horse troughs, stepping stones and hitching posts were a familiar part of the everyday scene. To many of us it still does not seem so very long ago.

**THESE WERE THE TAXIS** of our town when Mother and Dad were young. The hansom cab (above) was photographed here with its proud driver in 1884. Two years before, these carriages, named after their inventor, Joseph Hansom, had first been introduced in this country by the Pennsylvania Railroad, at the time the new Broad St. Station was opened. They became obsolete about 1900. A roof-top trap-door provided communication between cabbie and passenger. A strap leading to driver's seat controlled the folding doors in front of occupant.



**NORTH BROAD ST., 1876**, a winter scene. Dashing sleighs speed along the thoroughfare, a fashionable street for driving in that era. Wrapped in fur rugs, with hot-brick warmers at their feet, all these folks had red roses in their cheeks, one wagers, and a nostalgic air endows the whole scene. The lad about to hitch a ride with his sled is probably a grandpop today who often recalls winter days such as this and the wealth of good memories they bring back.



# THE WORLD DOTH MOVE

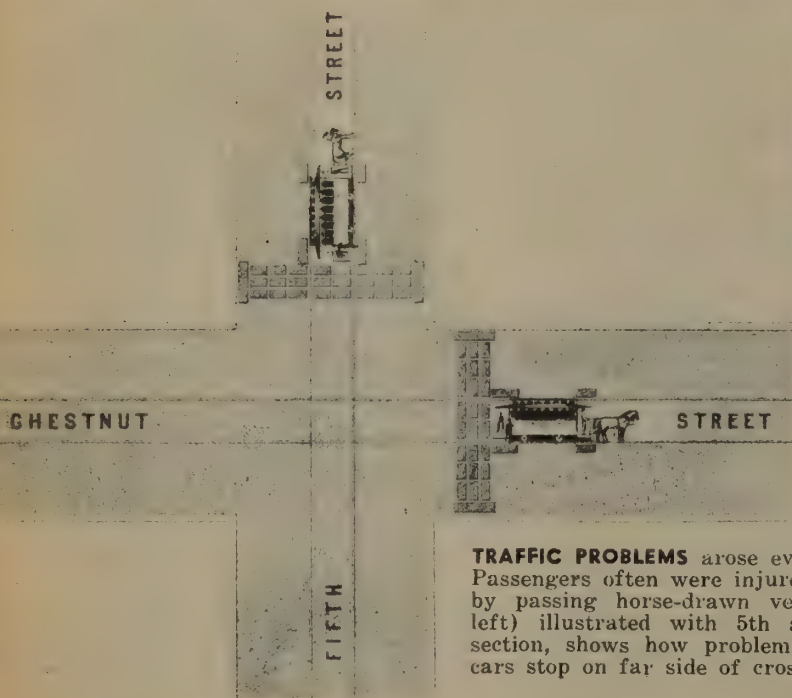
**FRONT & MARKET STS.,** as it appeared about 60 years ago. (Photograph below.) Horse cars and mule-drawn drays crowd this bustling scene. Note the summer car run by Union Line, at right in the picture. During Civil War, car fares jumped here from five to seven cents because of the high price of horse feed. For a period before this, car service was discontinued on Sundays because of the noise it made in the vicinity of churches. Fares were reduced to five cents on all lines in 1887 after merger of Widener and Elkins traction interests.



**"STEAM DUMMY" STREET CAR:** Pictured above this car was propelled by a small, upright, steam engine and first appeared here in Frankford, 1868. A trailer with upper-deck seats was attached. The conveyance was in operation for 30 years before the electric trolley outmoded it. A steam dummy line also ran briefly from Front and Market sts. to 44th and Parkside av. in 1876.



**IT TOOK THREE HORSES** to draw the old double-deck omnibuses that were introduced on Broad st. about 1890. But when the haul over the cobblestone proved too much even for horses the line was discontinued until the street was asphalted, whereupon it returned and operated until 1899. There were no bus lines in the city from '99 to 1924.



**TRAFFIC PROBLEMS** arose even in the horse-car days. Passengers often were injured in alighting from cars by passing horse-drawn vehicles. Drawing (above-left) illustrated with 5th and Chestnut sts. intersection, shows how problem was reduced by having cars stop on far side of crossing.



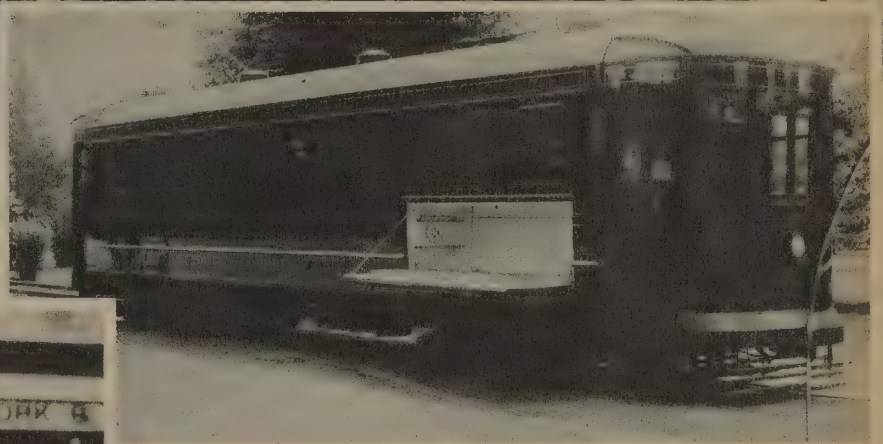
**COMMON SIGHT** on hot summer days in last century was a horse car parked briefly by the trough while the driver watered his steed (left). A later public transit development was the coming of the cable car, operated by grasping for and releasing a continuously moving cable beneath the street. Introduced first on short stretch of the Columbia av. line in 1888, cable cars later were extended along this whole route as well as the Market st. and 7th-9th st. lines.







**STREET CAR GOES ELECTRIC:** First street car in the city with the new power is pictured above. It appeared on the Catharine and Bainbridge sts. line in 1892. Within a few years such cars had replaced the horse-drawn conveyances. Short, stubby vehicles, they had a collapsible gate at the entrance step. The motorman stood on an open platform, the conductor at the rear exit.



**THE P.R.T. FUNERAL CAR**, no longer seen along our streets. (Above.) An opening in the side provided for the coffin; the mourners rode to the cemetery also in this somber trolley. The idea was abandoned by the company after a few years as being impractical.

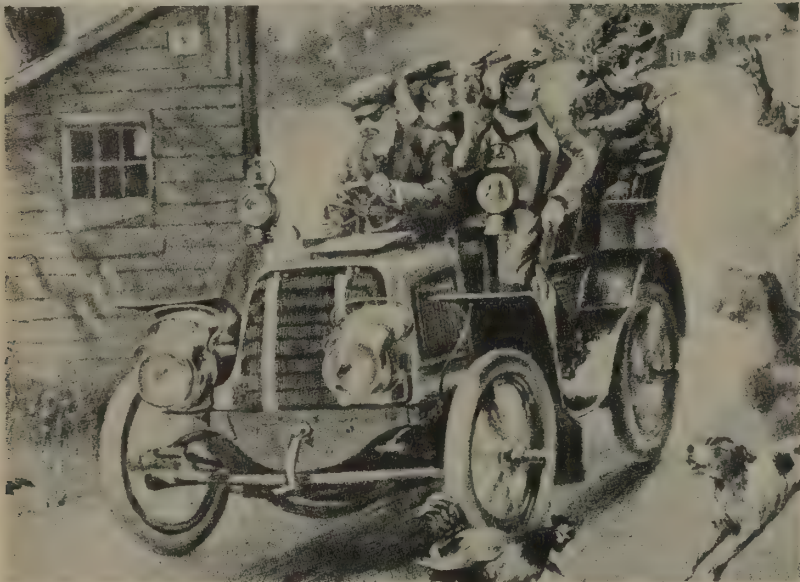


**BELIEVE IT OR NOT**, a trolley line ran between Philadelphia and New York around the turn of the century. Old photo (at left) shows a well-dressed lady mounting the car for this lengthy trip much the same as you would hop one for West Philadelphia today.

**SUMMER TROLLEY** of the days when the P.R.T. changed its cars to match the season as citizens did their red woollens. (At right). Before the automobile, a summer afternoon jaunt by trolley to the city's undeveloped suburbs was refreshing recreation. What older—and many not so old, too!—cannot remember the open-air trip to Willow Grove?





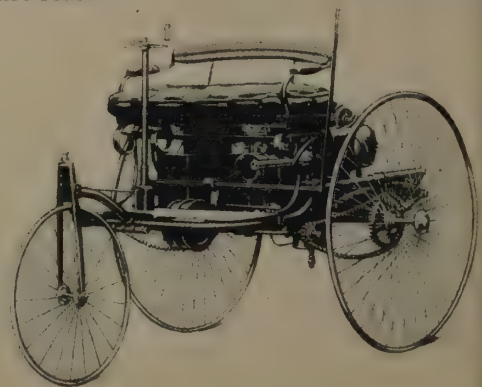
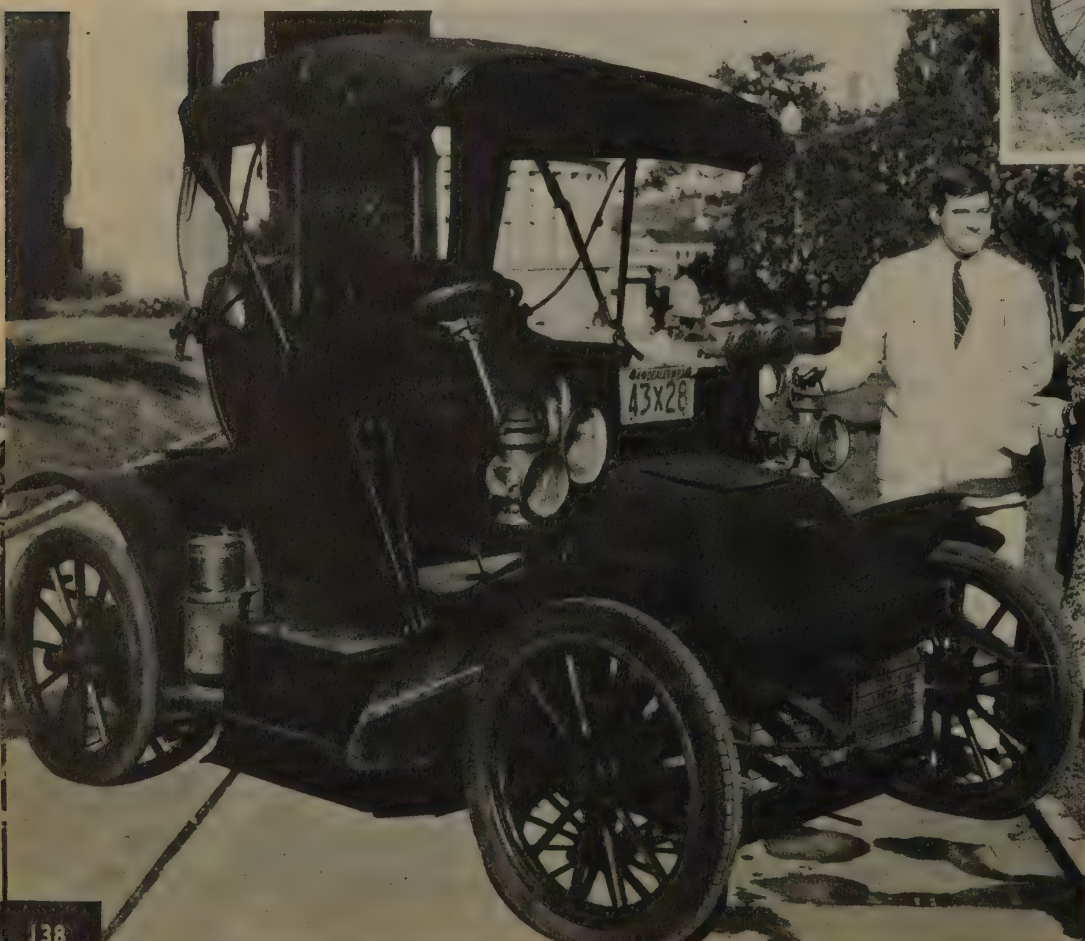


**OLD-TIME NICKEL CHISELER** sails right through the toll gate without paying, a great sport in days when turnpikes still collected from vehicles. The ladies appear to be jeering at the frustrated toll collector who is helpless, since he cannot pursue his cheaters or even take their license number to report them, for cars did not bear plates at this time.

**THE EARLY AUTOMOBILING** scene looked something like that pictured above—except that the highway was not paved so excellently nor the traffic so heavy. This photograph was taken in recent years of a group who are interested in old motor cars as a hobby.



**ONE OF THE EARLIEST** motorized taxis (above.) Cars at first were modeled along old carriage lines; the resemblance of this vehicle with its swinging entrance doors to the old hansom cab is obvious. Wheels were wire-spoked; the tires, solid rubber. Long, white dusters were the common get-up for motorists in days of dusty, dirt roads.



**THE ROADSTER TYPE** car, a two-seater was popular at the beginning. All the first cars, as a matter of fact, were open-air jobs. These autos, however, were built with great engineering precision and given proper care are almost as efficient today as at the time they were built.

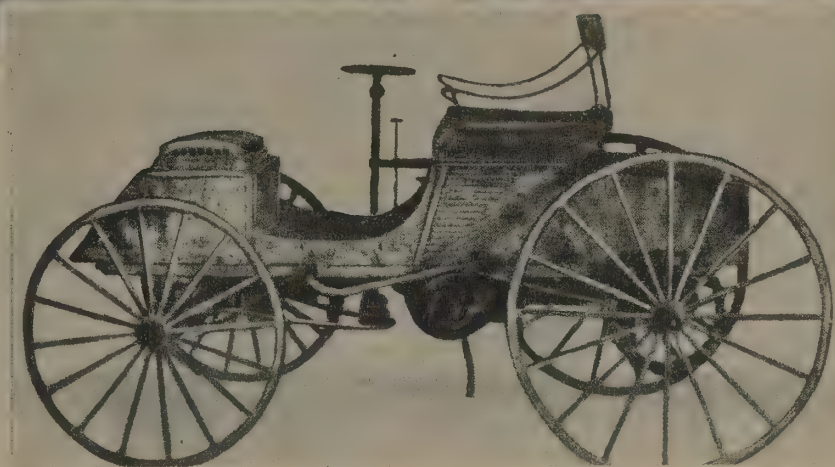




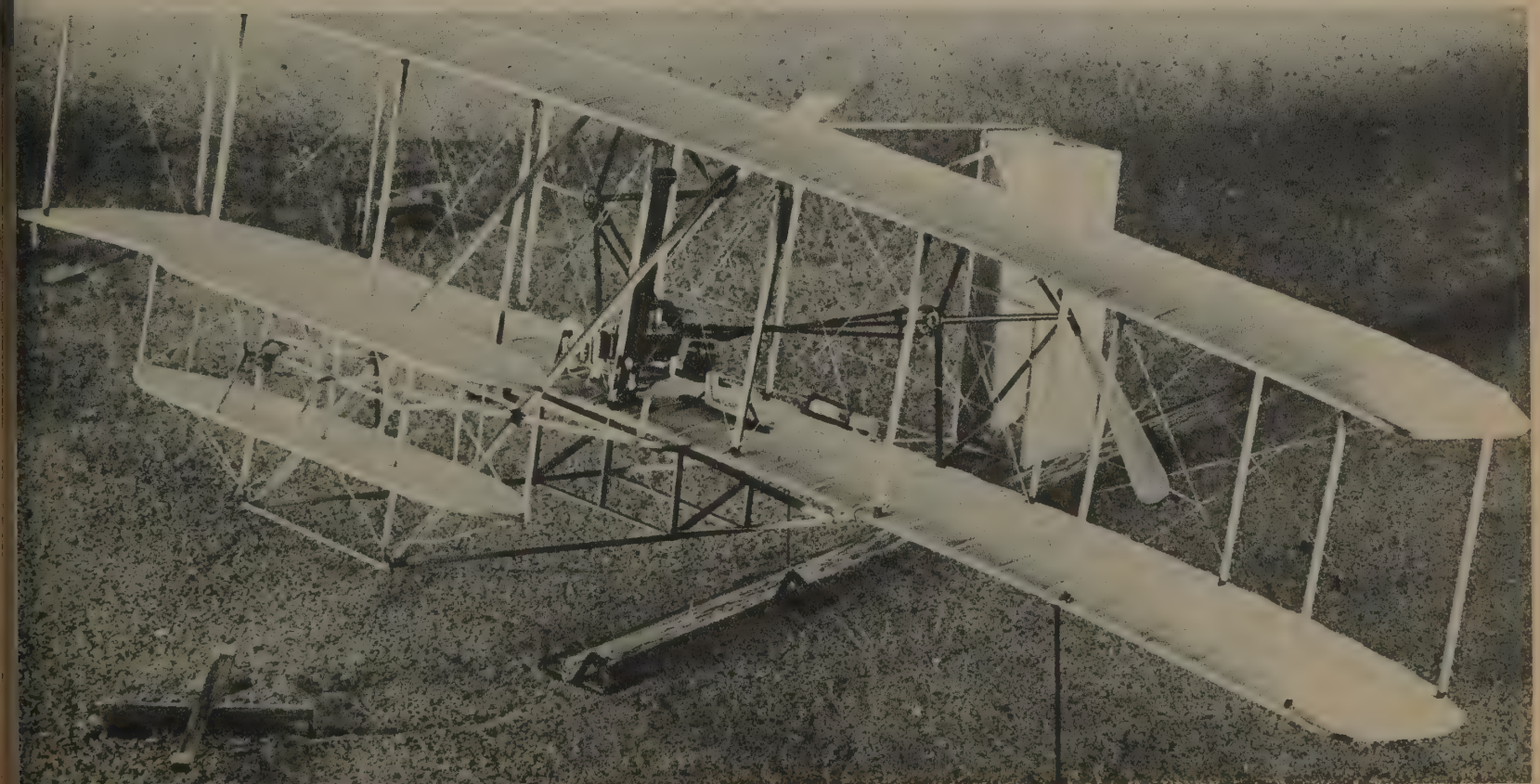
**RIGHT-HAND DRIVE** was the rule in construction of our first automobiles. Proud owner of this smart roadster of the early 1900's (above) is a Main Line man. Note old lamps, high fenders.



**LAST WORD IN 1904** was this Cadillac, with folding hood. It was a very expensive model; assembly line production was to lower car prices in the years to come.



**WORLD'S FIRST AUTO?** A Fleetwood, Pa., man who owns the contraption photographed above believes it is the oldest gasoline motor vehicle in the United States and perhaps in the world. It was built in 1868 by James F. Hill and was operated along the roads in Berks county, according to the claim.



**THIS IS THE 13TH PLANE** built in the United States and the first airplane ever seen by most Philadelphians of the older generation. It was owned by Grover Bergdoll who made more than 500 flights over the city in it

in the years before World War I. This spidery, frail looking machine is now in the Franklin Institute. Built in Dayton, Ohio, in 1911, it had 748 flights to its credit before it "retired."



# FOURTH OF JULY PARTY



**FOURTH OF JULY CELEBRATION** in Center Square, 1819. This was the big annual event each year in those days, with the glorious victory of the Revolution so fresh in memories of all. Booths were set up for purveyors of iced drinks and cakes; fiddlers wandered about playing

tunes for a few coppers tossed by the appreciative. Cannon and firecrackers were set off. Observances of the holiday went on throughout Philadelphia but the celebration at Center Square surpassed all others.



**ON LAWNS OF PRIVATE HOMES**, as well as street corners everywhere, Independence Day was greeted with gunpowder noise and pyrotechnics display. Families and friends gathered for joint observance. Although the touching off of fireworks was always dear to the heart

of Americans in remembering the day of their freedom, so many were injured on each Fourth that a city ordinance finally banned fireworks sales to individuals.



**THE 4TH OF JULY PARTY** in Fairmount Park, an annual event launched in 1945 and sponsored by The Bulletin, is now the biggest Independence Day observance in the country. Young and old turn out to view the day's full program of unusual presentations. Among the Army exhibits (at right) displayed at last year's affair were pieces of equipment never before on public view. It was estimated that a million persons attended the 1946 celebration.



## 1,000,000 Go to The Bulletin's Party Celebrating July 4 and Victory

(Full Page of Pictures on Page 19)

**By MORLEY CASSIDY**  
(Of The Bulletin Staff)

If you guessed that you were looking at a million people at The Evening Bulletin's Fourth of July party yesterday, you were just more. Maybe it was more. Officials Estimate Crowd

Trying to listen with one ear to jam-and-jive, and with the other to a cowboy band—and both for the first swoosh of a P-80 jet plane. And trying, at the same time, to keep track of Junior and Sis and the basket of lunch. They couldn't do it, of course. The Evening Bulletin's big city-wide Fourth of July party was just too big for anybody to see it all.

500,000 who lined both banks of the Schuylkill for a mile for the evening program of water sports and fireworks—well, officials simply threw up their hands. "Just say 'most of Philadelphia,'" said Judge Vincent A. Carroll, grand marshal of the parade, "and you will be literally correct." What did this million or more see? It depended on their legs and wind.

**A Parade of Heroes**  
The parade, of course. Most of them saw that. The parade, more than anything else, made this Philadelphia celebration.



**SECTION OF VAST THRONGS** photographed near the Smith Memorial in Fairmount Park at the beginning of last year's Independence Day party (Above.) A big parade ushered in the day's full program.



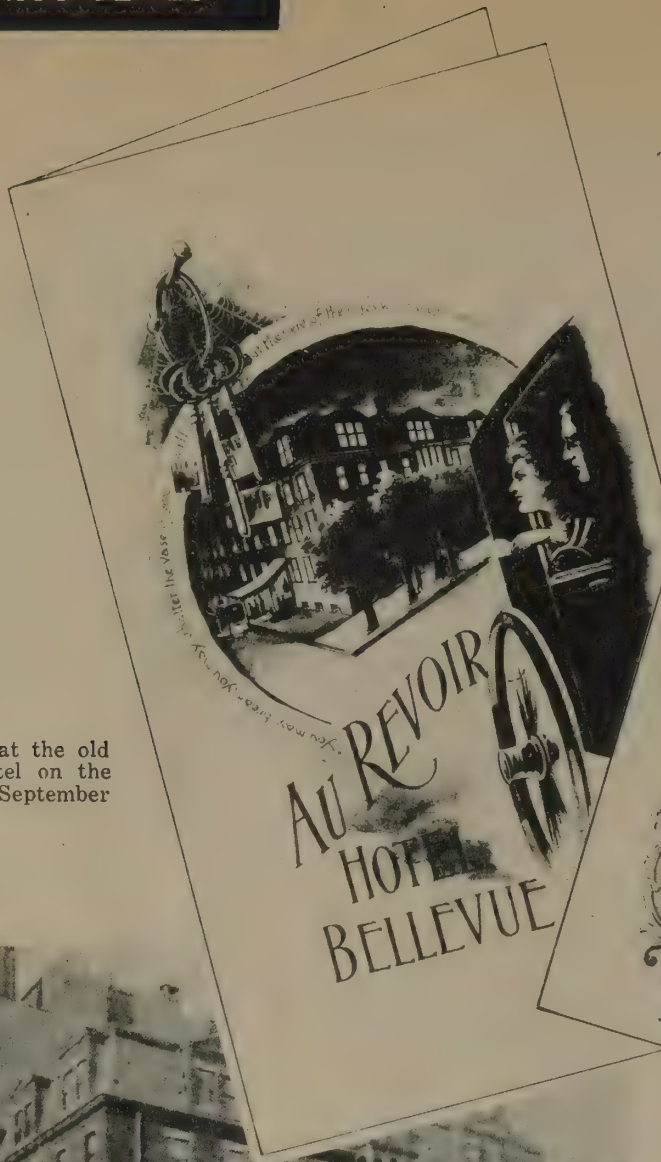
**A WATER PAGEANT** on the Schuylkill was a highlight of the night's events. This particular feature was sponsored by Radio Station WPEN, The Bulletin's own station, and contestants for the title of Miss Philadelphia who entered the Atlantic City Beauty Pageant took part. A parade of canoes conveyed these Venuses past enthusiastic throngs on the river banks. Powerful spotlights turned night into day. The occasion ended with a gigantic display of fireworks, including set pieces on Girard av. Bridge.



**ARMY AIR FORCES CARAVAN**, shown above in air photo, was only one of the units participating in The Bulletin-sponsored Fourth of July Party which saw all Uncle Sam's fighting services on display. The caravan carried its own motion picture theater, living quarters and much other equipment. Its 200 personnel traveled all over the country but came to the birthplace of American freedom for its big exhibition on the Fourth.



**LAST MENU** at the old Bellevue Hotel on the evening of September 19, 1904.



**BELLEVUE HOTEL**, N. W. corner Broad and Walnut sts., shortly before it was torn down. Manufacturers Club later occupied this site. On closing night, a group of fashionable guests were invited for the final celebration. On that famous last evening, remembered by many Philadelphians, food and drink were "on the house."

**FIRST MENU** of Bellevue-Stratford on opening at 12.01 A. M. September 20, 1904.



**STRATFORD HOTEL**, S. W. corner Broad and Walnut where the present Bellevue-Stratford stands. This structure, too, was torn down to make room for the hotel that would bear the combined names. After midnight the guests who had been at the Bellevue crossed the street for renewed celebration at the Bellevue-Stratford.



**CITY TAVERN** stood on 2d st. below Chestnut. General Washington was a frequent visitor here. It was one of the finest hostelries in the country when it opened in 1774.



**HORSE MARKET HOTEL** occupied the site at S. E. corner Market and Juniper sts. where the Wanamaker store now stands. Frequented by professional horse traders in early 19th Century, it had a sporting reputation.



**LONDON COFFEE HOUSE** was built in 1702 at Front and Market sts. Early photo shows its appearance in 1859. Here organizers of the first stock exchange in America met in 1790.

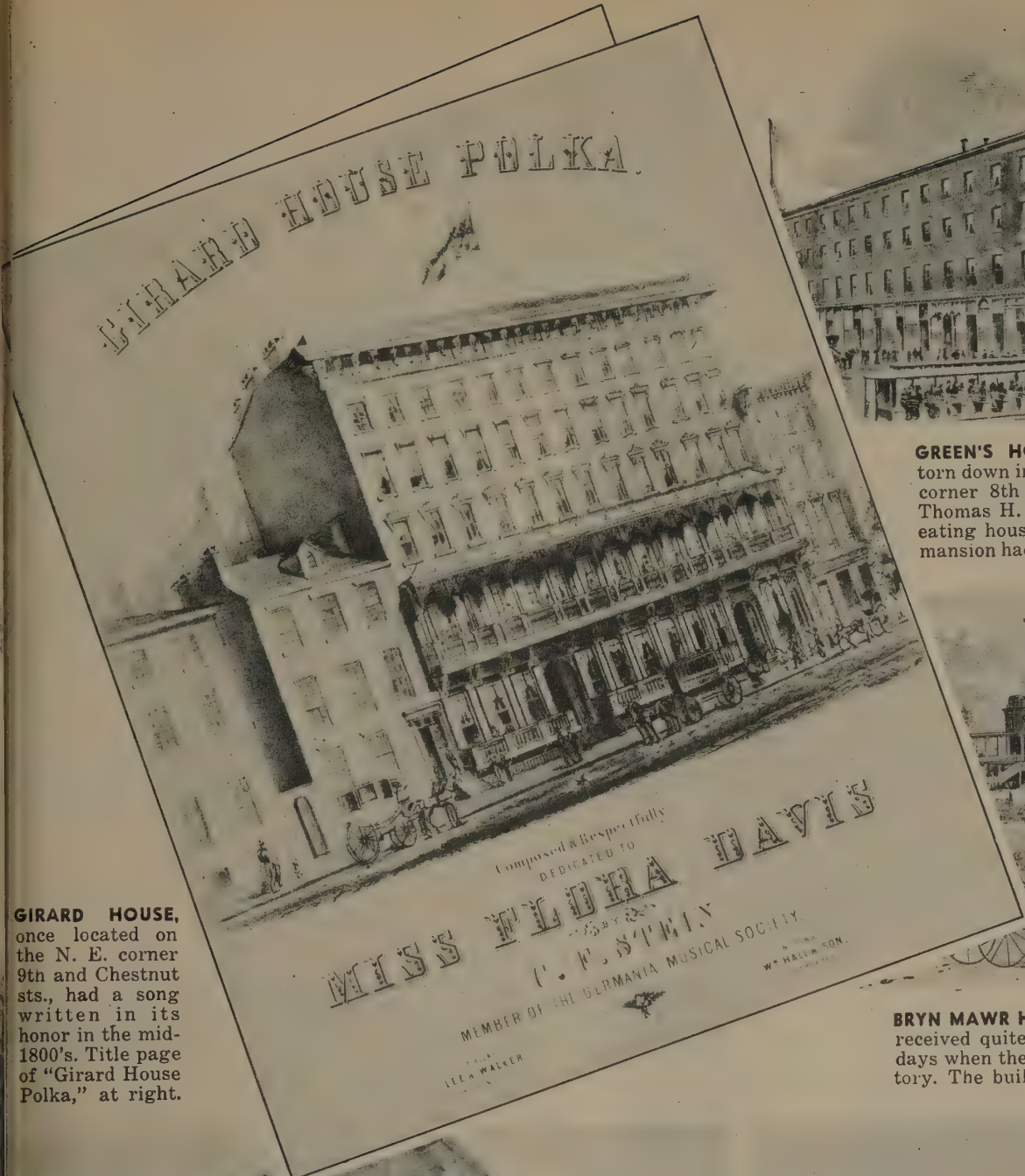




**GREEN'S HOTEL**, an old Philadelphia landmark, was torn down in 1934. Illustrated above, it stood at the N. E. corner 8th and Chestnut sts. and was built in 1882. Thomas H. Green previously had operated a successful eating house on the site where in earlier times the old mansion had stood in which Benedict Arnold was married.



**BRYN MAWR HOTEL**, pictured above as it appeared in 1876, received quite a bit of the Philadelphia vacation trade in days when the city's suburbs were considered distant territory. The building later became a boarding school.



**GIRARD HOUSE**, once located on the N. E. corner 9th and Chestnut sts., had a song written in its honor in the mid-1800's. Title page of "Girard House Polka," at right.



**DOONER'S HOTEL**, 10th and Chestnut sts., was for "Men Only." Not even chambermaids were allowed past the first floor. Victor Herbert was often a guest; Sarah Bernhardt raved about the coffee served.



**HOTEL CONTINENTAL**, S. E. corner 9th and Chestnut sts., built in 1860, was one of the largest in the country at the time. Among the celebrated guests who signed its register were President Lincoln, General Grant.



# INNS & HOSTELRIES



**TUN TAVERN**, that probably stood on Water st. between Chestnut and Walnut, was not only a famous dining place in the 18th Century, having attracted such notables as George Washington, but here the Marine Corps was born and the first Masonic Lodge in America held meetings. One account says Major Samuel Nicholas, the proprietor, organized the Marines, largely from among his tavern patrons.



**PARKINSON'S RESTAURANT** on Chestnut st. above 10th was probably the leading eating place in town in the 1850's. Dining was a serious and lengthy undertaking in those days. It was not uncommon for a meal to last five hours. One dinner at Parkinson's consisted of 21 different courses, not counting wines and liquors. Thirty people sat at this table, we are told, and the check came to \$1,000.



PHILADELPHIA  
*June 4<sup>th</sup> 80*  
*Mr. Leeman*  
*J. & J. McKillin*  
*to Board 2 Days \$3.00*  
*Room 20 Champagne 2.25*  
*Port, 2 bottles 5.25*



**AN OYSTER CELLAR** in Philadelphia, around 1829. Such places, often referred to as "refectories" in the elegant parlance of the day, frequently bore questionable reputations, partly due to the fact that plays and novels of the era often made such cellars the scene of a conspiracy. This rare old lithograph is taken from an early series called "Bon Ton Below Stairs." Incidentally, oysters at this time sold for one penny apiece.

**OLD HOTEL CHECK** of the pre-Civil War decade (reproduced at left) reminds us that a room and board cost \$1.50 a day then, and champagne only \$2 the bottle.



1776-1876.

THE NATION'S FESTIVAL

**A Welcome to all the World--Inau-  
ration of the International Exhi-  
bition--A Gala-day in the City  
and the Park--Proceed-  
ings at the Grounds  
--The Speeches  
and Music.**

THE CITY IN HOLIDAY DRESS  
A Forest of Flags--Beautiful Decorations--An Outburst of Popular Enthusiasm--The Throngs at the Centennial Grounds and on the Route Thither.

SUNSHINE! PATRIOTISM! GLOR

[illegible]

CONVEYANCES TO THE GROUNDS  
The Street Cars, Railroads, and  
Tramways.

[illegible]

145

WEDNESDAY, MAY 10, 1876.

## TOPICS OF THE TIMES.

OPINIONS UPON VARIOUS  
THEMES.

gotten through the exploit very handsomely and without other catastrophe than his subsequent expulsion from the society. Another solution of the occurrence is afforded by the statement that Mr Swinburne diversifies his worship at the shrine of Venus, of which he has some of the delights in lofty and unobscured to the

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**THE CENTENNIAL INTERNATIONAL EXHIBITION** held in Philadelphia in 1876 was the biggest world's fair ever held in America up until that time. It lasted 159 days and attracted 9,857,628 visitors. Only the Paris Exposition of 1867 stood between it and a new world's record for fairs. Ten million people visited the Paris fair but it had lasted for 210 days. The Centennial marked the 100th anniversary of our democracy, in the city that saw its birth. The Civil War had been over only a little more than a decade; this impressive show was to prove to the world that our country, powerful and once again united, had come of age as a manufacturing and industrial nation. Old print (above) portrays bird's eye view of Exhibition grounds in Fairmount Park.

**FOLLOWING THE CENTENNIAL**, most of the 200 buildings which held the marvelous wonders and displays that had amazed the world, were torn down. Only two of importance were left standing, Memorial and Horticultural halls. The former had been the Exhibition's art gallery and now contains examples of ceramics, textiles, metalwork, etc., as well as paintings that will be housed eventually in the Museum of Art on the Parkway. Horticultural Hall possesses an impressive botanical collection. The aerial photograph (above) shows most of the Centennial area as it appears today. The fair covered 450 acres; the main edifice alone boasting a floor space of 20 acres.

...when the security of  
...reinforces his position.  
...But as confidence  
...gain without reserve all  
...the humblest peasant to  
...and we appeal to the  
...souther stomachs of  
...eat-time to strengthen  
...ware that they think  
...worse offenders than  
...own knives in private.



**THE MANY MILLIONS** who attended the Centennial Exhibition taxed the city's accommodations to the utmost. The Bulletin referred on opening day to passengers riding on street car roofs and old drawing (at right) bears witness to this fact. (Those horses look as though they could not last another block!) Hotels, boarding houses, restaurants, theaters and other places of entertainment were jammed all during the fair's duration—from May till November, 1876.

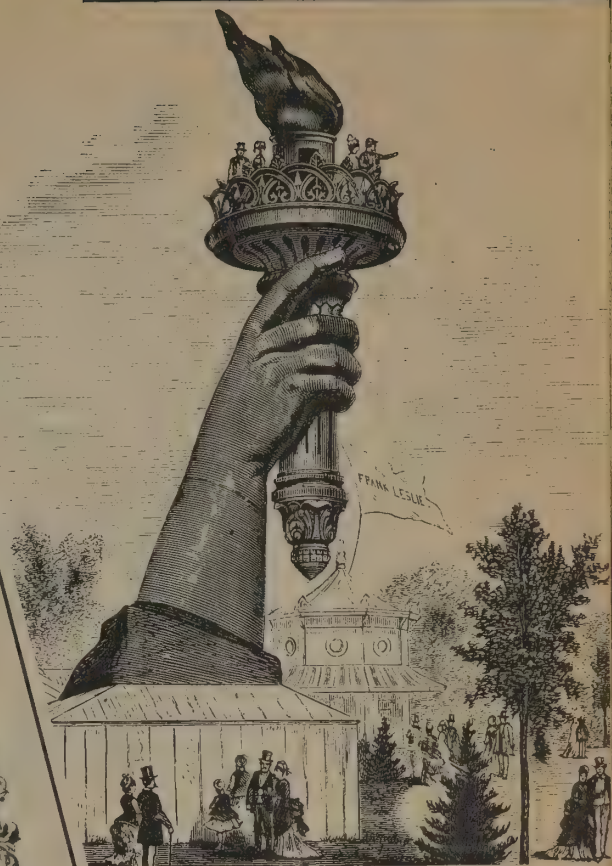


**GRAND OPENING** of Philadelphia's world fair, on May 10. Never had such a crowd been seen in this city. Old photograph (above) shows the scene around Memorial Hall where President Ulysses S. Grant gave the opening address. In spite of the rain—which the weather forecast in the previous day's Bulletin had sadly predicted—the throngs turned out. There was no dampness in the enthusiasm.

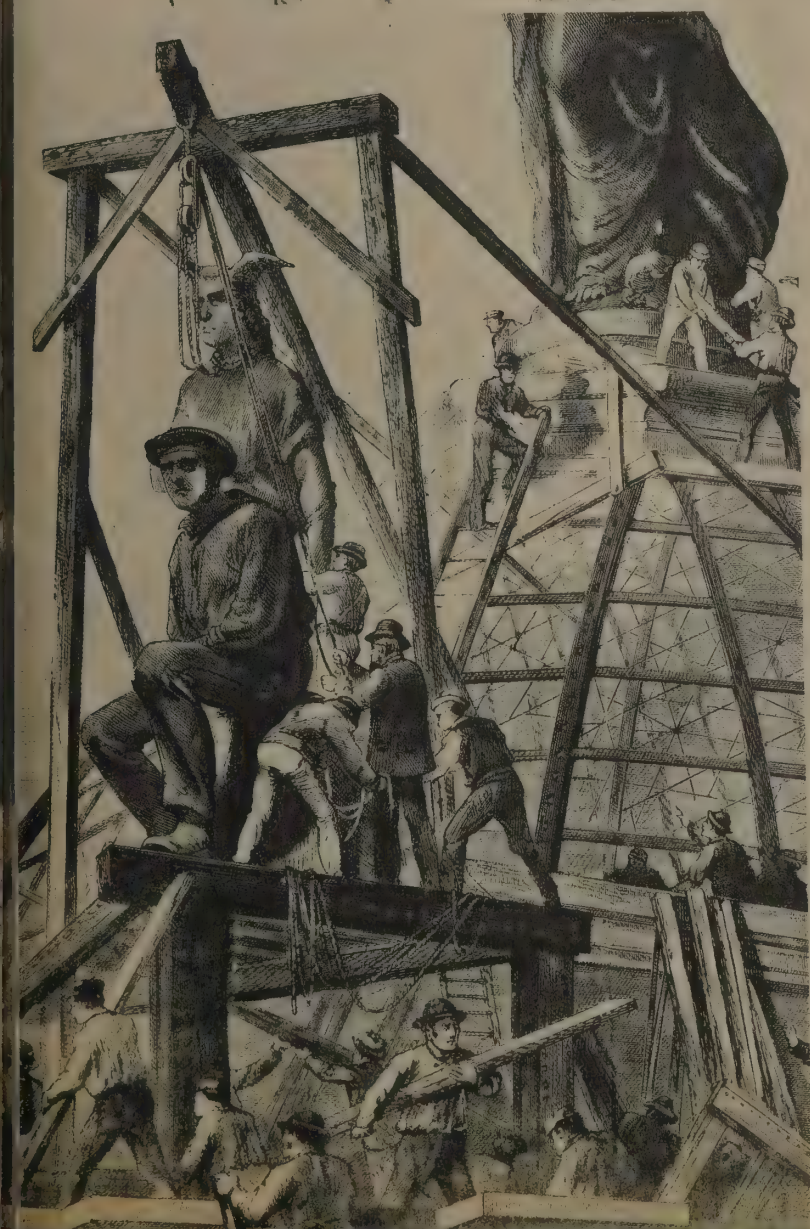
**PRESIDENT GRANT SLEPT HERE.** In the old white marble residence at 22d and Walnut sts. (at left) the Chief Executive stayed as overnight guest of George W. Childs, publisher, during his visit to the exhibition. The house is still standing. The famous First City Troop acted as Grant's guard of honor en route to Fairmount Park.



THE GRAND FESTIVAL MARCH was written specially for our Centennial by the great composer, Richard Wagner. (Title page below.)



**GREAT ARM** of the Statue of Liberty, pictured above, was on display. Thousands of visitors climbed to the top of the torch. The Statue was being cast in France at the time; its forearm was sent over first.



**PATTERN EXHIBIT** at our world's fair (above). In this era, when most women made their own clothing at home, such a display attracted much feminine interest. A considerable amount of material went into a dress then, in contrast with today's simpler styles. Patterns were complicated and had to be studied closely.

**MEMORIAL HALL** under construction, in drawing at left. Raising of the huge statues was quite an engineering job. Note that wooden beams were used where today steel girders would be employed.





**MODERN BEAUTY CONTESTS** had their counterpart in yesteryear. Illustration (above) shows the crowning of the Queen of Love and Beauty right here in Philadelphia 71 years ago. The demure young lady in bustles was selected for this honor among many damsels at the Centennial. (Wonder what those ladies and gentlemen would have thought of a modern miss in a 2-piece bathing suit?)



**FUN AT THE FAIR:** Shrieks of Victorian laughter surrounded this hilarious concession. (Above.) It's the old amusement park trick of sending a jet of air through a hole in the flooring as a lady passes by. This daring shennanigan caused many an exposed ankle at the Centennial and was no doubt the subject of shocked parlor whispering for a long time afterward.

## POETICAL COOK-BOOK.

BY



"I REQUEST you will prepare  
To your own taste the bill of fare;  
At present, if to judge I'm able,  
The finest works are of the table.  
I should prefer the cook just now  
To Rubens or to Gerard Dow."

PHILADELPHIA:



OF C. SHERMAN, SON & CO.



**FOOT TROUBLES** are the inescapable woe of world fair visitors as they wander magnificent distances from one exhibition to another. Our Centennial was no exception—in fact, matters were undoubtedly worse in days of high button shoes. Wheel chairs, such as that pictured above became very popular with the visitors.

**BIG ATTRACTION** for housewives visiting the Exhibition was the Poetical Cook-Book, already 13 years old. With each recipe went a bit of sentimental verse a sample of which may be seen on front page (at left.) These books sold like hot cakes.





**OTHER FAIRS** have been held here in the past century. The big United States Agricultural Society Exposition, in 1856, was much like the modern fairs that attract huge throngs in this region. One of the most popular features were the trotting races.



**MORE THAN 285,000** attended the First International Electrical Exposition, in 1884. The main building was erected at 32d st. and Lancaster av.; the affair lasted six weeks. An electric searchlight was one of the features at this first big electricity show in the world.



**THE SESQUI-CENTENNIAL** of 1926 attracted more than 6,000,000 visitors. Herbert Hoover, then a Cabinet member, made an address on opening day and President Coolidge and Queen Marie of Roumania were guests later in the season. The Sesqui, incidentally, was the first of Philadelphia's big fairs to be opened in the evenings and on Sundays. This photograph shows the replica raised at the Exposition showing old Market st.



"OH, DEM GOLD'N SLIPPERS..."



**NEW YEAR SHOOTERS** for many decades confined their activities to the neighborhoods. Sometimes their doings were quite mischievous, ran afoul of law and order. But finally the celebrations became affairs in which elaborate, fanciful raiment was proudly displayed. Clubs were formed to vie with one another in original effects. Photo (above) from Bulletin files, taken in 1889, portrays a Mummer club captain wearing one of the first capes to require a retinue of page boys.

**MUMMERY IN PARADES** has been known in Philadelphia since the earliest years of the Republic. Drawing of 1778 (above) shows the ancient antecedents of our unique tradition. In this day, young revelers in outlandish dress marched through the streets around Christmas time singing, dancing, and knocking on doors asking for "doles" or penny contributions. Sometimes they touched off firecrackers which led to the term "Shooters." The Quakers were inclined to frown on such unseemly conduct which probably goes back to old festival customs in England.



**MUMMER COSTUME** of about 1890 (above). Members of clubs and their families would spend all the spare time they could find over a period of many months making these costly and extravagant clothes which were worn only once—for a few hours on New Year's—and then made over or discarded.



**THIS CLUB** (at left) called the Bright Star was one of the first New Year Shooter organizations in the city. It was disbanded before the turn of the century but there were many others to take its place or to continue the tradition. South Philadelphia was the birthplace of most Shooter groups. A well-known citizen declared, "Once a South Philadelphian, always a Shooter."





**NOT UNTIL 1901** did the New Year's Shooters swing out of the neighborhoods to engage the attention of the entire city. Finally they received permission to parade on Broad st. and the city put up prizes for the best costumed units. In photograph (above) members of the George A. Furnival Club pose for the news cameraman.



**IT IS THE CUSTOM** of Mummies to dress as kings, clowns, girls, devils, hobos and other such characterizations. Through the years a certain high, mincing, strut has developed in the movement of many participants—a humorous marching step, often on the diagonal, that one never sees anywhere else. Perhaps the ever-present string band music has something to do with it. Above, two female impersonators in the Broad st. parade of 1914.



**ANOTHER OLD PHOTO** at the start of the first Broad st. parade in 1901, shows the caped captain of the Silver Crown Club, a group long a power in local mummerdom. Up till that time it was the most

elaborate costume ever worn in a Shooters' parade. But this was as nothing compared to the great capes the clubs were to show Philadelphia in the years ahead. Eventually they would be a half-block long.



"OH, DEM GOLD'N SLIPPERS..."



**AS MUMMER TRADITION** unfolded, comic presentations supplied a dash of levity in that fantastic whirl of tinsel and velvet finery. Hand-borne floats—crudely fashioned ofttimes but done in that incomparable spirit of folk art—lampooned current events in the city, Nation or elsewhere in the world. These brought chuckles of appreciation from the thousands of spectators who were lining the curbs in increasing numbers from the start of the parade to its finish. An illustration of the hand-borne cartoon is shown above in the 1914 parade. It dealt with the opening of the Panama Canal. Old-time Sauer Kraut Band makes music in photo at right.



**NEITHER RAIN,** snow nor sleet halts the Mummies on their appointed rounds here, once the New Year's parade gets under way. Just as determined to see the thing through are the spectators, equally undaunted by the elements. On a frigid day, hospital dispensaries along the line of march are ready and waiting to administer to the exhausted and frost-bitten.



# Wind-Blown Mummers Thrill Million in 'Best Parade in Years'

Many in Line  
are Former  
Servicemen

Twenty Clubs Appear in  
Glittering Spectacle  
Along Broad St.

...mer pageantry buffeted a  
...on Broad st. today,  
...straint of



**THIS YEAR'S SHOW** was probably the most spectacular ever put on. Participating were thousands of war veterans who undoubtedly had been dreaming of getting back into Mummer performance while they were in service all over the globe. Each year, it seems, the parade that zig-zags northward to the beloved air of the Shooters, "Oh, Dem Gold'n Slippers," gets bigger and better. It is no easy job for the judges to select winners in the various classifications. The Bulletin's photos on this page show clubs marching along Broad st. and circling City Hall Square as snow begins to fall, January 1, 1947.



**A SILVERY MOONRISE** is portrayed by members of the Gallagher Club (above). The colorful march has to be seen to be appreciated and hundreds of thousands of Philadelphians wouldn't miss a New Year's parade for anything. Thousands of others come from out of town to view the spectacle. News reel cameramen "shoot" the Shooters and send the pictures all over the world, as does the Associated Press. Females are banned from marching as Mummers, although a Bulletin girl reporter, Miss Laura Lee, did manage to sneak in and make history some years ago. A girl or two has been permitted to play in a band.



### TASTE THE BLIZZARD.

City Covered With a Mantle of the "Beautiful Snow."

STORM WHICH BREAKS UP TRAVEL

Out of Town Residents Spend Hours in the Railroad Cars.

TELEGRAPHIC COMMUNICATION ENTIRELY OUT OF.

Even the Snow Plows Are Moved With Great Difficulty.

A MORNING OF IDLENESS FOR BUSINESS MEN.

The most disagreeable snow storm of the season was reserved for the last days of winter. And it came, too, without any warning signs of its approach, so suddenly, in fact, that those who went to bed early last evening were dumfounded when they awoke this morning and looked out of their windows. Everything was covered with snow and the wind blew a gale, packing big drifts on the pavements and on the roadways, hiding the car tracks. The fronts of houses which faced the winds were whitened with the tiny particles of snow which had been picked up by the strong blast and hurled along before it.

All day yesterday, that is to say from about ten o'clock, rain fell. It began first with a spring-like shower, but in the afternoon its ferocity, so that it literally

west side of a south to north street the opening of that front door let in an unwelcome visitor in the shape of about a half ton of snow, while the wind swept through the house as if it had an early sudden outburst of unexpected impetuosity made up its table covers and dust are the same time. If the earl derce on the north side he was compelled to the windrow—giving the least airings of the cho-el, or a prop, or nothing else was ha small Alpine mount on his doorstep all and with its peak playing peek-a-bo second story. If the cane failed to mak the Alpine visitor respectfully, after the front door, a en for an ironing at, began and the the incl red dr with a burrah to his eldest be cled off be state of affair in the south larly in those rectly into Fi ard from Fi itself, from classical an as the of by the avalanche of the clo These fly ing, cycl west aid front w ing the Fence arrest a sec for offe

slight and walk in from Poplar street or Girard avenue. Until 9 o'clock so few cars passed down Seventeenth, Twelfth and Tenth streets that these lines were practically worthless for passengers, and the residents along these streets were compelled to indulge in pedestrianism, as those residing in other parts of the city

co st nu All tim read stop olov as fas train and from

## YOUR WEATHER REPORT

... for 3 Generations

Older folk sometimes voice the opinion that the weather of recent times is nothing like that which they had to endure in their youth. Is this a fact? We took this interesting question to Henry P. Adams, Philadelphia's Weather Man, and received an interesting answer.

People of the older generation, he says, probably did "experience" worse weather in their youth than they do now. In winter, homes were not so well heated as today. Grandma and Grandpop were outdoors more, walking or riding in open-air buggies, primitive autos or less efficiently heated street cars. In summer, they lacked modern refrigerators, air conditioning, sensible clothing and the like to help ease scorching days.

Actually, however, the summer and winter temperatures have remained about the same through the years. The statistics he has worked out, shown in table form below, are based on average recordings by decades and show only minor fluctuations. Average snowfall from 1890 to 1920 was a little heavier but, remember, 66 years is only a short stretch to scan and the picture may change in the coming decades.

DECADE	AVERAGE WINTER TEMPERATURE	AVERAGE SUMMER TEMPERATURE	AVERAGE SNOWFALL (in inches)	AVERAGE RAINFALL (in inches)	WHITE CHRIST-MASES
1881-90	35.0	74.1	*18.9	39.58	*2: White *5: No snow
1891-1900	33.7	74.8	25.1	36.63	2: White 8: No snow
1901-10	32.9	73.7	26.8	43.39	4: White 6: No snow
1911-20	34.3	74.1	26.3	43.43	3: White 7: No snow
1921-30	36.1	74.3	16.0	38.24	2: White 8: No snow
1931-40	35.9	75.5	18.9	43.32	0: White 10: No snow
1941-46	34.2	75.1	18.9	39.58	1: White 5: No snow

\*No record, 1881-3

THE WISSAHICKON DURING A DROUGHT





**SNOW . . . .**

The average snowfall in Philadelphia is 22½ inches per winter, which is hardly any snow at all in the opinion of folks in certain other parts of the Nation. Still, it is our way to get pretty excited when the flakes start flying. Our worst blizzard began on Christmas Day, 1909. In 27 hours, 21 inches of snow descended while winds of 36 miles per hour whipped up drifts four and five feet deep. This storm and nine others were heavier than that blizzard of 1888 you hear so much about (illustrated on opposite page.) Although a gale played tricks with it, only 10 inches of snow came down. We saw a heavier fall than that on Feb. 28, 1941 — 10.1 inches. However a study of the records indicates that we did have somewhat more severe snowstorms in years past than we have seen lately. Of the 59 occasions since 1880 when more than five inches of snow fell on Philadelphia, two-thirds of these storms occurred in the first 40 years of that 67-year period.



**FOG . . . .**

Some of our citizens imagine that dense fogs occur very frequently over Philadelphia. Actually, the records show that we have such soupy blankets only 10 or 15 days a year—and then only for short spells—compared with 22 days average for New York City. Our record is not bad at all for a city near the coast, authorities say. Just for fun, the local weather man once added all the hours of dense fog together that we experienced between 1910 and 1929. It totaled only 54 hours! Fogs are caused by warm air from the coast moving in here over colder ground or bodies of water. Of course, there is more fog over the Delaware River and Bay than there is over the city. The Weather Man says that smoke blowing in from Camden and up from Chester contributes largely to local fog.



**FLOOD . . . .**

Our principal flood troubles arise on the Schuylkill and in the flat land of southwest Philadelphia, some of which lies below sea level. Rarely does the Delaware flood its banks; the tidal effect in this river, with the waters receding at low tide, helps level off any potential flood situation—a kind of safety valve. And the rising tide, though having an opposite effect, seldom sends the Delaware over its banks even in times of high water. The flooding Schuylkill causes some slight trouble perhaps once or twice a year. Normally the water is six feet deep at Fairmount Dam where the flood stage is watched for during the spring thaws and after particularly heavy rains. A rise to 11 feet at the dam will put the water over the River Drive in some areas and flooding may be in store as far back as Flat Rock Dam and Manayunk.



**WIND . . . .**

Philadelphia lies in a hemispheric sector where westerly winds prevail. For eight months—September till April—the wind is generally from the northwest. From April till September, the southwest. Our rarer “northeasters” are usually the most troublesome, however. Actually these are northeast winds blowing into fierce coastal storms that are advancing up the Atlantic seaboard. After the coast storm reaches our level, the wind from the northeast suddenly switches to a southerly one, causing more excitement. All in all, winds seldom give us much trouble here in Philadelphia. We experience gales on the average of only once or twice a year. Meteorologists define gales as winds between 39 and 53 miles per hour in velocity. These cause tree twigs to snap and slight structural damage to houses. Our biggest wind on record occurred on May 24, 1933—68 miles an hour. It swayed the tall P. S. F. S. building.





**A GREAT, MODERN NEWSPAPER** benefits from the ever-present partnership of Science. Although public credit is heaped upon the editors and the staff that gather and present the news—and properly so—it must not be overlooked that a daily journal is a product that must be manufactured and delivered to the public. It has been the development in the production phase, in its countless ramifications that has helped make the newspaper of today. Behind this development are the scientists and inventors who have continually been devising new ways of speeding and perfecting the dissemination of news. By their side are the men of mechanical skill and know-how who make machines do their bidding as well as those who carry out the intricate problems of fast distribution. These geniuses and skilled hands have been marching shoulder to shoulder with all those newspaper staff people whose imagination, judgment and creative talent are the heart of a newspaper. The mechanical science of publishing and the art of modern journalism are inseparable partners in the production of The Bulletin.



**EARLY TYPE** of newspaper illustration that appeared in The Bulletin about 1896. This old line drawing was the work of George Luks who was hired by the newspaper as an artist and correspondent to cover the Cuban revolt against Spain.

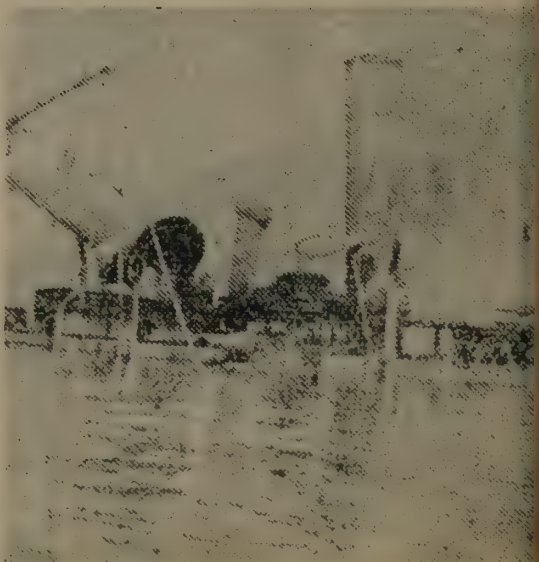


**A 3-COLUMN** sports photograph, first of its size to appear in The Bulletin. The date: January 24, 1899. Such interesting illustration was the beginning of the thousands of larger size pictures that Bulletin readers were soon looking for and expecting on their sports pages.

**SPEED IS OF THE ESSENCE** in putting the printed word of news before the eyes of the public at the earliest possible moment in order that all may keep abreast of the vital happenings of the day. Science, in our time and in a thousand ways, has been accelerating the speed of news transmission, publication and delivery. The biggest battle in the War of 1812 was fought at New Orleans, two weeks after we signed a peace treaty with the British, because report of peace had not yet reached the contending armies. During World War II, however, Philadelphians were reading in The Bulletin of battles almost in "blow by blow" description, as security allowed.



**1ST PHOTOGRAPH** ever to appear in The Bulletin. It was reproduced by half tone in the Evening Chat column on January 17, 1899. In the years to come, half tones were to revolutionize news illustration, become the principal picture medium.



**1ST NEWS PHOTO** to be reproduced in The Bulletin actually taken at the scene of action. The picture was snapped at Cavite, in the Philippines, on Dec 24, 1898, and shows a Spanish warship, Reina Cristina, sunk by our fleet in the Spanish American War.

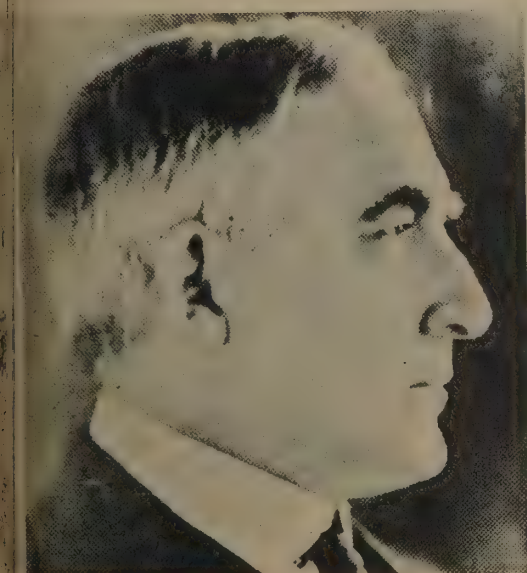




**ST WIREPHOTO** reproduced in The Bulletin, 1935. The picture of a wrecked airliner and rescue party, it was featured on the front page under a heading that showed full recognition of the importance of this journalistic event.



**ATOMIC BOMB** explosion at Bikini, a dramatic wirephoto in The Bulletin that in a matter of hours brought readers a true picture of science's startling advance. Compare this illustration with Luks' old Cuban revolt line drawing on opposite page.



**1ST RADIO PHOTO** received by The Bulletin. Year, 1923. A picture of President Harding, it was transmitted from the Naval Station at Washington, D. C., to the Bulletin Building. This initial test was made in the presence of scientists and newspaper men.



**1ST TRANS-OCEAN** radio picture used in The Bulletin, May 8, 1926. It shows a scene photographed during the big general strike in England. The first radio and wirephotos were none too clear, but marked a tremendous step in speed of picture transmission.



**WIREPHOTO TRUCK** of The Bulletin, an innovation introduced in January, 1938. With this modern newspaper convenience, staff photographers can rush to assignments throughout the tri-State area, take their pictures, send them back to the office by wire.



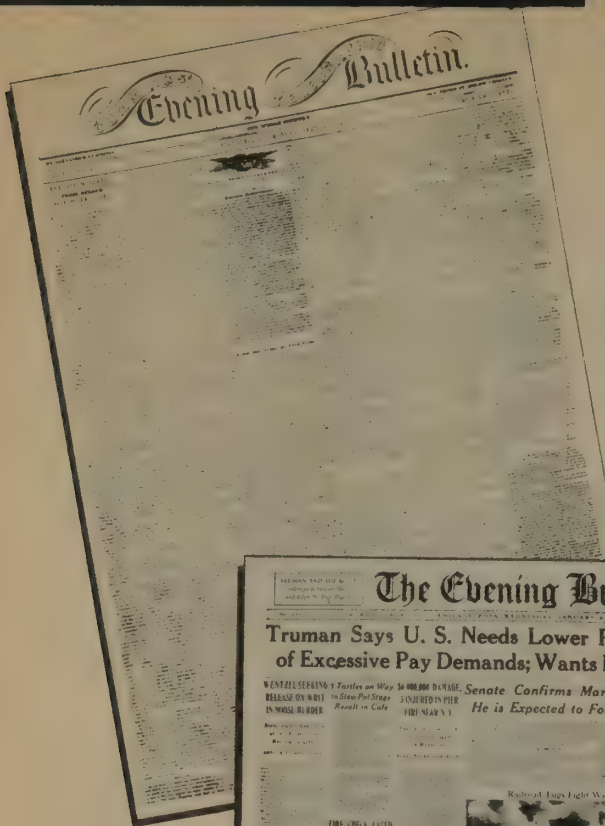
**PIGEONS** are occasionally used by The Bulletin for carrying news reports and miniature film back to the office, a surprisingly speedy, dependable system of transmission. This sports writer was photographed sending pigeon off from Camden track.



**THE BULLETIN PLANE**, a twin-engine Beechcraft model, used for rapid coverage of the news and for taking of aerial photographs. Stationed at a suburban airfield, it is always ready to speed reporters and cameramen on special assignments.

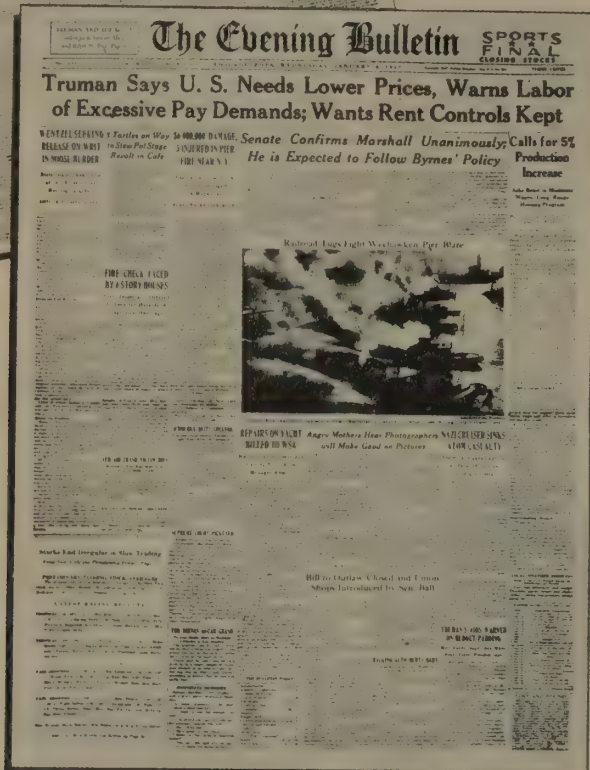
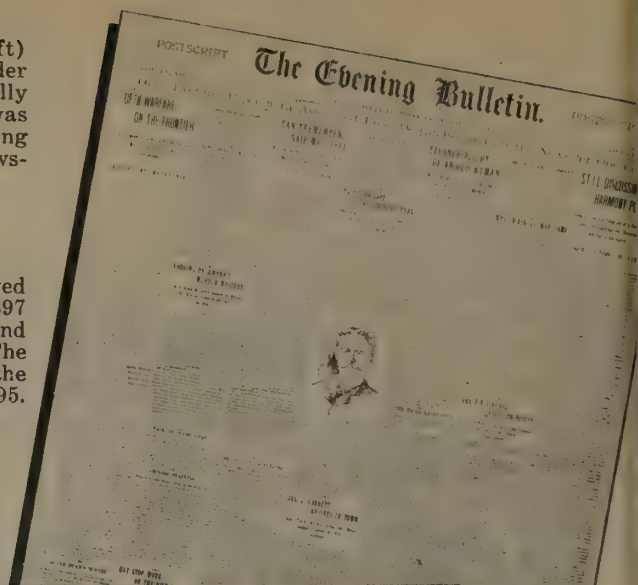
**A CHAIN REACTION** that might be likened to that attending the splitting of the atom was touched off centuries ago by old Gutenberg, fumbling with his movable type. It has never ceased in the publication field, nor will it come to an end in the foreseeable future. Just as the typewriter, telegraph, old camera box, rotary press, linotype machine and the rest all contributed to revolutionary newspaper developments in the past, so radio, wirephoto, teletype, facsimile, aviation and other more recent marvels have come upon the scene to extend the modern newspaper's effectiveness. And right around the corner loom even more amazing developments in news transmission and presentation.





**FIRST COPY** of The Bulletin (at left) after its establishment by Alexander Cummings, on April 12, 1847. Originally it consisted of four pages and was called Cummings' Telegraphic Evening Bulletin. It was one of the first newspapers to run wire despatches.

**50-YEAR MARK:** The Bulletin observed its golden anniversary on April 12, 1897 (at right) Great changes in its size and make-up already had occurred. The newspaper had been purchased by the late William L. McLean on June 1, 1895.



**FRONT PAGE** of the newspaper that "in Philadelphia nearly everybody reads" as it appeared in January of this year, approaching its one hundredth birthday. Read in more than 700,000 homes each day it is America's largest evening newspaper.



**THE SUNDAY BULLETIN** made its maiden appearance on February 9, 1947. Prepared in only eight days, following the suspension of The Record, it established newspaper history for its swift inception as well as its overwhelming acceptance by the public.



**HOME OF THE BULLETIN** from 1853 to 1865, at 112 S. 3d st. Jay Cooke & Co., who financed the Civil War, had an adjoining office. The very first home of The Bulletin was in this same block on S. 3d st., from 1847-53.



**PRESENT LOCATION** of The Bulletin, Juniper and Filbert sts. This City Hall Square structure was occupied by the newspaper on March 28, 1908, but was under plan for two years. An addition was added in 1916 and in 1920 an annex was built between Cuthbert and Arch sts., west of Juniper to handle growing circulation.



**4TH HOME** of The Bulletin, at 612 Chestnut st., occupied from 1866 to 1908. For about a year after moving from S. 3d st., The Bulletin had resided at 607 Chestnut st., across the street, but soon outgrew its quarters.





**BULLETIN NEWS ROOM** in 1899 when the office was located at 612 Chestnut st. Wooden desks, long-corded electric lights over each desk, clothes hooks in rear were part of the old news office scene. Reporters then wrote their stories in longhand. Some of the men on the present staff received early training as lads in this office.



**THE NEWS ROOM TODAY.** Air-conditioned, with metal furniture, sound-proofed telephone booths, locker rooms (even shower baths!) it is one of the most modern in the country. Old-time newspaper men like to gab about the days of yore but admit it is easier to do a more efficient job under modern conditions.



**FIRST FLOOR OFFICE** of The Bulletin in 1908, soon after the new building on City Hall Square was occupied. Through the years, Philadelphians have been entering this "gateway" to The Bulletin for back copies of the paper, inserting classified ads and other miscellaneous business.



**SECTION OF OFFICE** on First Floor as it appears today. Paneled partitions, glass brick, a great world map with a battery of clocks for each time belt are some of its features. Weather gauges at the Filbert st. window, indicating temperature, humidity, wind direction, etc., attract much interest.



**BULLETIN DELIVERY SYSTEM** back in the late 1890's when The Bulletin was at 612 Chestnut st. and horses and wagons carried the newspapers all over the city and suburbs. The scene is Ludlow st. in rear of old Bulletin plant. Some of the drivers appeared to be dressed in their Sunday best for this photograph.



**MODERN DELIVERY PLATFORM** of The Bulletin on Arch st. A huge fleet of trucks is constantly on the move rushing fresh editions of news, hot off the presses, to the public. Trucks take the bundles of papers to news-stands, railroad stations, the branch offices where boys assemble for papers to deliver to city and suburban homes.



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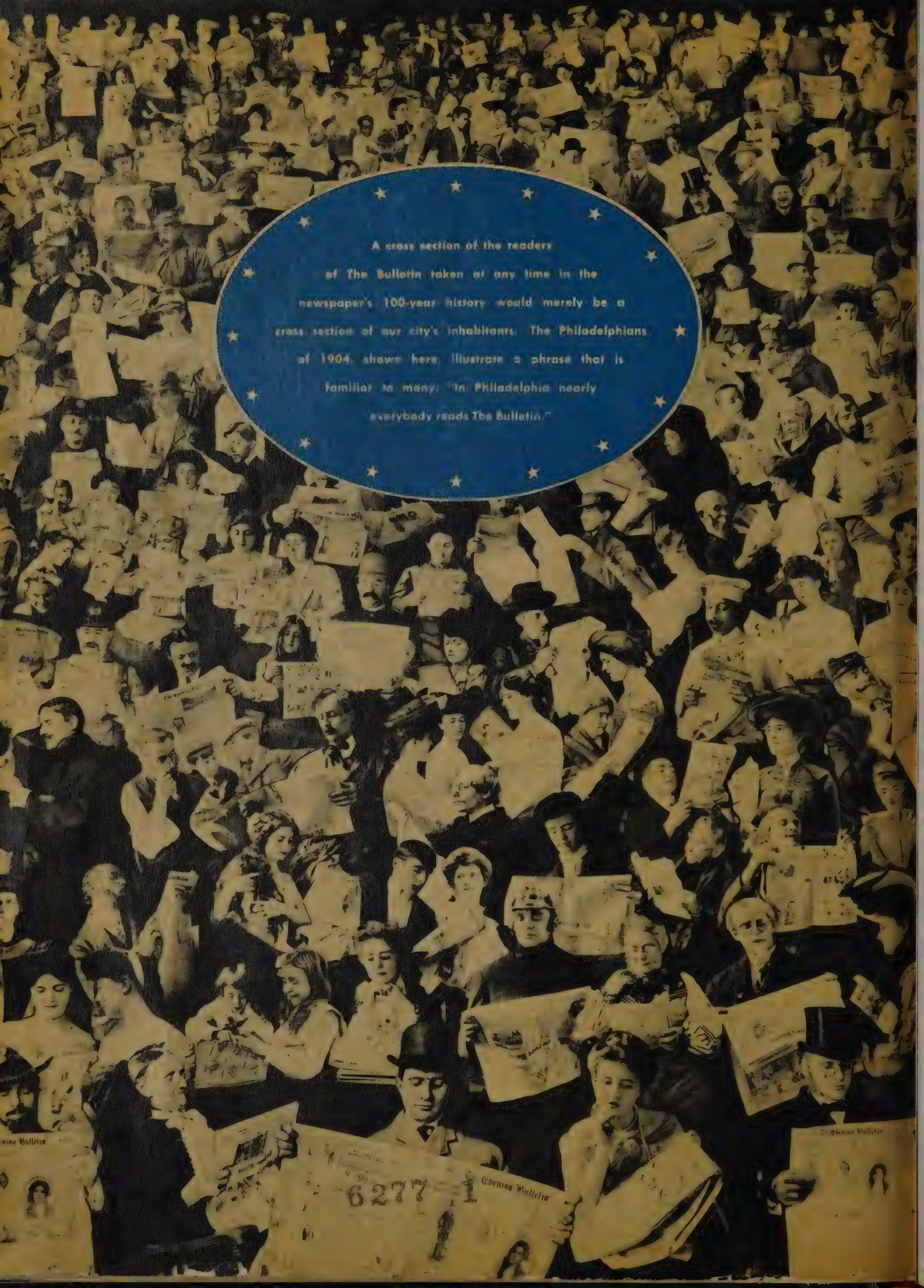
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A cross section of the readers  
of The Bulletin taken at any time in the  
newspaper's 100-year history would merely be a  
cross section of our city's inhabitants. The Philadelphians  
of 1904, shown here, illustrate a phrase that is  
familiar to many: "In Philadelphia nearly  
everybody reads The Bulletin."







